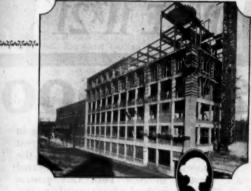
PRINTE

A JOURNAL FOR ADVERTISERS

185 Madison Avenue, New York City



NEW YORK, MARCH 18, 1920





HE ABOVE PHOTOGRAPH tells the story of an unusual growth, even for these days of commercial expansion.

The Schuylkill Silk Mills first began manufacturing fine silk underwear about six years ago. In 1917, at our suggestion, they named their product "Vanity Fair" and began to advertise consistently. Today the demand has reached such proportions that the erection of an addition twice the size of their original plant is necessary. The increased facilities thus obtained will treble their output.

It has been our privilege to co-operate with the Vanity Fair Silk Mills from the date of their first advertising program.

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W. AYER & SON

ADVERTISING HEADQUARTERS

PHILADELPHIA

NEW YORK

BOSTON

CLEVELAND

CHICAGO



+ 2,648,000

IN these days, when advertising in all publications has reached a great volume, car cards and posters of the Interborough Subway and Elevated System in New York City possess more important advantages than ever.

Standard space and a limited number of locations assure uniform opportunity for display. Your product, boldly portrayed in full color and size, is never hidden from view, never lost in a maze of pages and bewildering mass of other advertisements.

When you add to such assurance of continuous, unfluctuating opportunity for display an enormous and ever growing circulation (now more than 2,648,000 daily riders) you have obtained advertising value of the utmost pulling power.

In this situation Interborough Subway and Elevated advertising steadily increases its big advantages. It is now, more than ever, the "Dominant Medium" for reaching New York City's vast buying public.

ARTEMAS WARD

Trading as Ward & Gow

50 Union Square New York City

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PRINTERS' INK

launed weekly. Subscription \$3.00 per year. Printers' Ink Publishing Company, Publishers, 185 Madison Avenue, New York, N. Y. Entered as second-class matter June 29, 1893, at the postoffice at New York, N. Y., under the Act of March 3, 1879.

VOL CX

18, 1920

NEW YORK, MARCH 18, 1920

Bill Introduced in Congress to Tax Advertising

If Passed by House and Senate, Advertisers Will Have to Pay Ten and Fifteen Per Cent Tax on All Forms of Advertising

Special Washington Correspondence

AT LAST it has come—the long-threatened legislation for a direct tax on advertising.

Introduced March 8, by C. J. Thompson, Republican, of Ohio, H. R. 12976 is described as "A Bill to Increase the Revenue of the Government of the United States and to Conserve the Supply of Print and Other Paper by Imposing a Tax Upon Advertisers.

Talk in the lobbies of Congress has for some time centred around business concerns dodging excess profit and income taxes by extensive advertising campaigns. Taxation of advertising was first suggested seriously in connection with the bill to raise funds to give the soldier boys a bonus.

The bill, which has been referred to the Ways and Means Committee, provides that "from and after the passage of this act" there is to be "levied, assessed, collected and paid by the advertiser upon all advertisements in any book, magazine or newspaper having a circulation of five thousand or more, pamphlet or other publication entering the United States mails, a tax equivalent to 10 per centum of the sum usually charged by the publishers of such book, magazine, newspaper, pamphlet or other publication for such advertising matter." This is followed by an exemption of classi-fied advertisements of "lost and found articles," "help wanted,"
"positions wanted" and "genuine public sales of farming implements and utensils."

Called from the cloak room of the House, Mr. Thompson was entirely ready to discuss his bill with the representative of PRINTERS' INK, and desired it to be made very plain to the readers of this publication that he has no animus toward the advertiser nor any desire to "punish" him for being an advertiser. But he also made it perfectly plain that the advertiser represented, in his mind and in that of other legislators who feel about it as does Mr. Thompson, an "untapped resource of revenue."

The Government," said Mr. Thompson, "must have revenue. We have a tremendous war debt. We are facing the prospect of an additional bond issue to pay bonuses to soldiers. We have to pay a bonus to civilian war workers and other governmental employees in Washington. The Supreme Court has just made a decision (the stock dividend decision) which will cost the country fifty millions of dollars. The advertiser is a large spender-from three to five hundred millions annually. The mild tax I propose, of 10 per cent, will raise an amount equal to that lost to the country through the Supreme Court decision.

"But my proposed measure will do more than that. It will con-serve the print paper of the coun-try and thus aid in the preservation of our forests. Print paper is largely a monopoly and something must be done about the situation and that very shortly. One

Table of Contents on page 214

of my colleagues attempted a remedy in a bill limiting the size of newspapers, but that hardly seems practical. I believe my bill to be entirely practical and that it will cut down advertising and thus save paper, while at the same time adding materially to the revenues of the Government.

Asked as to whether he believed that the cut in advertising would equal the amount of the tax, Mr. Thompson would not venture an opinion, nor would he express any thoughts on the subject as to how periodicals, 10 per cent of their revenues were taken away, would get along. He did not attempt to say that the saving of 10 per cent of paper used would equal the cut in revenue should advertisers all reduce their advertising by the amount of the tax.

"Matters like that," said Mr. Thompson, "are matters for the hearing. My bill is a suggestion to the Ways and Means Committee. It is both a revenue and a conservation measure. Should the Ways and Means Committee look at it favorably, a public hearing or a series of public hearings will be held, when all interested may have an opportunity to express their views.

Asked as to whether he had consulted any large advertisers in drawing the bill, Mr. Thompson said that he had not, and that furthermore he didn't care very much what the advertisers thought

of it.
"It is impossible to frame any

through taxation of any one, in any way," he said, "which does not result in a strenuous kiek from the persons alfected. That natural 1 % Wé, who are charged with the duty of raising the revenue for the Government cannot afford to look in advance at the criticisms which will be lerelled at us the for means We take. can but do what think is wise and just.

"The alvertisers of this country waste great deal of space They take a lot of white paper to tell

a story which could just as well be told in less. John Jones at vertises his shoes as better shoe than Bill Smith's shoes. He take a page to tell the story of shoes. If my bill goes into elfect he will either take 10 per cent less space in which to tell and pay 10 per cent of what pays for his space to the Government or he will use the same space

IN THE HOUSE OF REPRESENTATIVES March 8, 1920

Mr. Thompson introduced the following bill; which was referred to the Committee on Ways and Means and ordered to be printed.

A RILL

To increase the revenue of the Government of the United States and to conserve the sup-ply of print and other paper by imposing a lax upon advertisers.

the United States and to conserve the supply of print and other paper by imposing a lax upon advertisers.

Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled. That from and after the passage of this Act there shall be levied, assessed, collected, and paid by the advertiser upon all advertisements in any book, magasine, or newspaper having a circulation of five thousand or nove, pam. United States mails a tax equivalent to 16 per centum of the sum unally charged by the publishers of such book, magasine, newspaper, pamphlet or cother publication for such advertising matter: Provided, That such tax shall not apply to nor be collected upon classified advertisement when the same its a bone fide advertisement when the same its a bone fide advertisement when the same its a bone fide advertisement of articles "foot" or articles "foot" or articles "foot" or articles and farming. Sec. 2. That there shall be levied, assessed, collected and paid by the advertisement of a such advertising matter other than that specified in section I hereof a tax equivalent to 15 per centum of the sum unaully charged for the production of such advertising matter.

Sec. 3. That there shall be levied, assessed, collected and paid by the advertisem shall make an unaully charged for the production of such advertising matter.

Sec. 3. That section I hereof a tax equivalent to 15 per centum of the sum unaully charged for the production of such advertising matter.

Sec. 3. That imposed hereof a tax equivalent to 15 per centum of the sum unaully charged for the production of such advertising matter.

Sec. 3. That sech person, corporation, partnership, or association in the principal office or piace of business is located or obligation for the collection of the tax arose. Such returns shall contain such information and be mades in Revenue, with the approval of the Secretary of the Treasury, may by regulation prescribe.

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Where would you advertise a food product?

TWENTY years ago Mrs. Henry Smith bought the family foods without consulting anyone. To-day—with dozens of different brands to choose from—every single member of Mrs. Smith's family has a voice in their selection.

If Henry doesn't like the coffee, he suggests another brand he's read about. Sixteen-year-old William wants to taste the Grapelade he's seen advertised. And Margaret, looking up from a magazine some

evening, tells her mother about a new brand of evaporated milk that's better than the sort they're using.

That's why so many food advertisers are concentrating to-day on popular *general* publications—magazines which are read by everyone in the family.

The Christian Herald is just such a magazine. In three hundred thousand prosperous American homes it carries its appeal to mother, father, children.

This explains why last year more space was used by thirty-one nationally known food advertisers in the Christian Herald than in any other general magazine—bar one.

56,758 lines of food advertising in 1919—or over sixteen per cent of its total advertising—that was the Christian Herald's record.



THE CHRISTIAN HERALD

GRAHAM PATTERSON, Publisher

New York

Mar. Il

and pay 10 per cent of the present charge to the Government. That is for him to decide, but I believe many will use less space. If they do, they will conserve paper."

Asked as to how he arrived at the figure of 5,000 as the circulation below which no tax should be put on advertising, Mr. Thompson stated that he had consulted Ayer's Newspaper Directory and from it decided that 5,000 was a figure rather above the circulation of the average "small country newspaper." "It would not be right to tax the advertisements of very small papers," Mr. Thompson thought, "because they are having a hard time now. But any paper with a larger circulation could stand having its advertisers so taxed—the tax is not large nor prohibitive."

With no attempt to argue, the PRINTERS' INK representative referred to the proposed tax of 1 per cent on all real estate sales and the present tax of 5 per cent on what is generally conceded to be a luxury—the automobile. But Mr. Thompson stuck to his statement that 10 per cent was a "mild" tax and added that some of his confreres had suggested from 20 to 25 per cent as the proper tax.

The Bill does not stop with the tax on advertising in publications, but in its second section specifies that "there shall be levied, assessed, collected and paid by the advertiser on all advertising matter other than that specified in Section 1 hereof, a tax equivalent to 15 per centum of the sum usually charged for the production of such advertising matter."

This means outdoor displays, both paint and paper, car cards, calendars, small articles, bearing advertisements and perhaps circular letters. Mr. Thompson referred in conversation to the fact that his bill was intended to reach publications using the second-class privilege, but the bill itself does not so specify, but does specify those pieces of printed matter "entering the United States mails."

It is easy to criticise a bill of this sort, and to point out difficulties in the way. This particular bill seems rather loosely drawn and to be entirely too vague and general in its provisions to be easily enforceable. The enforcement is left to the Commissioner of Internal Revenue, who may make such regulations for the collection of the tax as meet with the approval of the Secretary of the Treasury.

It is further provided in the bil that "each person, corporation partnership or association receiving any payments referred to a this Act shall collect the amount of the tax imposed herein from the person, corporation, partnership or association liable therefor, and shall make monthly returns under oath, in duplicate, and put the taxes so collected to the Collector of Internal Revenue of the district in which the principal office or place of business is located or the obligation for the collection of the tax arose."

DOUBLE TAXATION, AND A FEW OTHER INEQUALITIES

But it is not in criticism of either the spirit or the letter of the bill that the advertiser will seek relief from a burden of this kind. Most advertisers will hold that the bill is wrong in its application of principle. A tax levy should be for the purious taxes, and only for the purious revenue. On which needs the bolstering up in supporting opinion, of being also conservation" measure is, on the face of it open to objection To tax anything, or any one, because it is an untaxed field is much the same as the feeling of the Irishman with the shillalah at the fair, who was told to get into the fight and hit some one. "Who shall I hit?" he asked "Never mind who you hit-just hit any head you see!" was the answer. Taxing an untaxed field because it is untaxed is like hitting any head you see-and with mo more reason.

It will probably be sufficiently obvious to the Ways and Mean Committee that the advertiser is not a class: he is the bulk of American business men. He is already taxed by classes, those classes determined by his income.

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When father was a boy-

a peanut gallery seat at the Grand Opera House to "The Ninety and Nine" was his season's theatrical thrill.

Today the boy can see daily new master productions of our great motion picture producers. He enjoys a first-class show for little more than father's dime. He watches the producers' advertising to know what's coming and keeps the family posted when the new things reach the corner theatre.

Changed times have made the

boy a definite factor in the advertiser's marketing plan. The advertiser recognizes the important influence the boy plays in the family habits and purchases. Boys read advertising and follow it up.

This has demanded a specialized medium going to boys.

With its large following of more than 500,000 typical American boys, averaging 15½ to 16 years old, THE AMERICAN BOY offers the most powerful, solid and desirable boy circulation available. It is an invaluable focus point of

sales influence for many products, for today and for tomorrow.

AMERICAN BOY

THE SPRAGUE PUBLISHING CO., DETROIT, MICH.

(Member A. B. C.)

Branch Offices: -286 Fifth Ave., New York-1418 Lytton Building, Chicago



This in lavir



"We can trace new orders directly to this source"

How the world's largest firm in one great industry uses this book

"The problem of analyzing sales territories and of routing salesmen has always been very acute with us.

"One of the real difficulties in the work heretofore has been the lack of up-to-date, comprehensive and conveniently tabulated figures on territories.

"But recently we got an entirely new angle on the whole question.

"As a result of this we have been able to increase materially the efficiency of our sales force and to save money on traveling expense.

"We can trace substantial new orders directly to this source. Thes

We copy of Just w the parafter fi send us

Chicago Cincinn "We are speaking, as you know, of your new book, 'Population and Its Distribution.' We feel that it is a distinct addition to our Sales Department.

Yours very truly,

AMERICAN WRITING PAPER COMPANY By H. W. Alexander, Asst. to the Pres."

THIS letter from the largest manufacturers of writing paper in the world is typical of the experiences of many other firms. Two thousand three hundred companies in 204 lines of business are now using "Population and Its Distribution."

This 218-page book contains the population facts you need most in laying out sales operations. It gives, for example:

—all towns over 500 population listed by states and sizes. The number of cities in any one state, or in the United States, that are over 100,000, between 50,000 and 100,000, or of any other given size.

-the trading population and radius of every big metropolitan center.

—the number of wholesale and retail stores in the leading trades in every state and in every city of over 100,000.

These are a few examples of the kind of data which is presented for instant use, by carefully arranged tables and graphic charts, in "Population and Its Distribution."

We can supply your organization with a handsomely bound copy of "Population and Its Distribution" at the price of \$2.50. Just write your name and address in the margin below, tear out the page and mail it to us. Or else write us a letter. Then, after five days' examination, return the book at our expense or send us your check.

J. WALTER THOMPSON COMPANY *Advertising

New York: 242 Madison Avenue

Chicago: 14 East Jackson Blvd.

Cincinnati: Cor. Fourth & Walnut Sts.

London: Kingsway House, W.C.2

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To tax him again, upon the use of a tool by which he makes the income which determines his class. will undoubtedly appeal to many as unethical; as unjust as to make a law saying "all carpenters are taxed" and then another saying, "all men who use saws are to be taxed."

The American people have accepted as right the principle of an income tax; that responsibility for government increases as the value of government increases, and that government is increas-ingly valuable to us all as our wealth increases. Taxation upon a results basis has always appealed to the inherent sense of justice as the legitimate basis-to tax a man who has two houses twice as much as a man who has one house, to tax a theatre holding 2,000 people per performance twice as much as one holding 1,000 people, to tax the man making \$10,000 a year twice and even more than twice as much as the man making \$5,000 a year. But to say to John Smith, "you must pay \$1,000 to the Government because you spend \$10,000 a year in advertising," while to John Jones is said, "You escape that extra tax because you do not advertise"—to say to Bill James, "you use a tool which uses paper which uses trees and therefore if you keep on using it you must pay the Government" at the same time you tell him "work as hard as you can, save as much as you can, do all the business you can, and pay all the taxes you can" is apparently contradictory.

No one knows what the Ways and Means Committee is going to do. Ribald and disrespectful people sometimes say no one can know because they don't know themselves until they have done it and are then not always sure. would be idle to prophesy whether or not this particular bill will ever come to the point of getting a

public hearing.

But it seems wise, nevertheless, to lay the matter before the advertisers and the associations in-terested in the furtherance of business, that they may take such action as may seem wise, marshal their facts, and be prepared to

show to the Wavs and Means Committee, if called upon, whatever iniquity may be found in this proposed taxation and whatever there is in it which may be not conservative, but destructive.

Ross Agency Opened

The F. J. Ross Company, advertising agency, recently incorporated in New York State with a capital of \$100,000, opened offices in New York on March 15.

The personnel of the agency is a

follows:
F. J. Ross, executive, analysis, practice and development; Norwood Weave, assistant to Mr. Ross, and research; Ralph Shultz, art director; Homer M. Clark and Paul B. Findley, account executives; E. C. Stith and Miss Florese Prevost, copy; A. K. Taylor, production manager; C. M. Seymour, executive assistant to Mr. Ross, and media and rates; W. Markwiz, assistant to Mr. Seymour; Daniel Volkmar, comptroller and office manager.
Mr. Ross recently withdrew as vice.

and office manager.

Mr. Ross recently withdrew as vispresident of Blackman-Ross, New Yark following which that agency became The Blackman Co. Messrs. Weaver, Shuh, Clark, Findley, Stith and Volkmar werperiously with Blackman-Ross. Mis Prevost recently conducted the Floresc Prevost Advertising Agency at Portland, Ore. Mr. Taylor was recently with Wendell P. Colton, Inc., New Yark Mr. Seymour was formerly vice-predent of the American Letter Company, New York. Mr. Markwiz was recently with the Bush Advertising Service, Inc. New York, and had previously best with Blackman-Ross. New York, and hi with Blackman-Ross.

with Blackman-Ross.

Among the accounts which will le handled by the Ross agency are: The Borden Company, evaporated milk scount, New York; The Fairbank Caspany, New York; The Fairbank Caspany, New York; The Paint and Vasish Manufacturers Association, "Sathe Surface Campaign"; National Caspany, New York; McAndrews Forbes, New York; McAndrews Forbes, New York; McAndrews Forbes, New York; and Millers Falls Company, Millers Falls, Mass.

The following companies have meently retained the Ross agency; Rogen Fibre Company, fibre products, Boston; and Electric Outlet Company, installation specialty, New York.

Hares Motors Account

Hares Motors, Inc., New York, a recently formed organization which controls the Locomobile, Simplex and Mercer motors comanies, has put in advertising account in the hands of

advertising account in the hands at Hanff-Metzger, Inc., advertising agency. New York.

J. A. Kingman, who has been general advertising manager of the Locomobile Company of America, has been made general advertising manager of Hares Motors, Inc.

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THE OUTLOOK COMPANY

takes pleasure in announcing that

TRAVERS D. CARMAN

for the past seven years Advertising Manager of The Outlook, has been appointed Advertising Director. Mr. Carman assumes charge of the Western and for an indefinite period will devote most of his time to that territory, making his headquarters at the Chicago office.

ROGER C. HOYT

has been appointed Eastern Advertising Manager, in charge of the New York office.

FRANK S. WHITMAN

has been appointed Western Representative.

OUTLOOK COMPANY

FRANK C. HOYT, Treasurer 381 Fourth Avenue, New York

WESTERN OFFICE 122 Sc. Michigan Boulevard, Chicago, III.

NEW ENGLAND OFFICE 6 Beacon St., Boston, Mass.

To Prevent Substitution When the Product Cannot Be Identified

Advocates Drastic Laws and Suits Against Dishonest Dealers

By H. S. Hires

Secretary of the Charles E. Hires Co., Philadelphia

A GREAT many manufacturers complain that dealers substitute other articles on calls for their products. However, as most goods are put out in package form, the consumer is not deceived and knows that a substitute is being sold in place of the genuine article. We are one of the manufacturers of a product which a dealer can substitute without the substitution being always detected.

When one goes to the soda fountain and asks for a glass of Hires, the dealer who is short-sighted and dishonest is tempted to hand out a glass of an imitation product because from that individual sale he can make a larger profit by such substitution. The imitation in many cases only costs him one-half as much and the selling price of the imitation is the same as the selling price of the genuine. The article that he substitutes is generally a very inferior product, in many cases an artificial mixture which doesn't even have a pleasant flavor to recommend it and is likely to contain really harmful ingredients such as coal tar products and artificial oils. In this way he kills his sales on this particular article and when our salesmen call he tells them there is no demand.

We have demonstrated to dealers again and again that by selling the genuine article they will sell from three to fifteen times as much as they will of the imitation, but it is very difficult to get the dealer to keep a count of his sales. Ordinarily he doesn't have any idea as to whether his sales on a particular drink amount to 5,000 or 50,000 glasses a year. If a dealer sells but 20 per cent more of the genuine article than he did of the imitation his net profits would be larger and he would

have satisfied his trade. Therefore, if it can be proved to him that he can sell several times a much of the genuine article, it is very easy to hold his business.

There are a great many dealers who appear to be and are reputed to be honest men who will have no hesitancy in handing out an inferior and often harmful substitute on calls for Hires, and when our salesmen point out to them that they are not only acing against their own best interests but are acting in a dishonorable way they become very indignant. In many states there an no laws at all adequate to protect the manufacturer in his trade-mark rights, and the manufac-turer is naturally loath to prosecute the dealer who is substituting when he knows that his action is likely to make an enemy of this dealer for all time.

It seems to the writer that manufacturers of goods that an served to the consumer without label or other mark of identification, as our goods are, should do everything in their power to further drastic legislation to protect their rights and to protect the consumer from this dishonest substitution. If legislation were drastic enough, it would only be necessary to bring suits against a few dealers in various parts of the country, and this example would serve as a warning to other substituters. Surely one would think that our state and national representatives would consider it worth while to protect the consumer against substitution, to protect the honest dealer from the competition of the unscrupulous store-keeper and to protect honest manufacturers who hold dear a reputation built up with a welladvertised trade name and the highest quality of goods.

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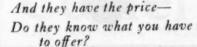
Our 5-plus Want Family

It is easy to imagine the hundred special wants of each individual in the



Big Youth's Companion Families

Then think of them as a family with their combined wants. They are prosperous, united families with splendid homes to maintain.







THE YOUTH'S COMPANION, For All the Family

N. V. Office: 1701 Flatiron Building. Chicago Office: 122 So. Michigan Boulevard

Mar.

Collier's

Character Inbuilt by Hand

New York States and Action of the Control of the Co

CAR, \$2150; SPORT CAR, \$2650; SEDAN, \$3150 JACKSON MOTORS CORPORATION



Jackson and Collier's

The Jackson Motors Corporation is using more space in Collier's than in any other general publication.

Collier's THE NATIONAL WEEKLY J. E. WILLIAMS, Advertising Manager



Are You Covering the Country Like This?

VOU may cover the United States with your "national" campaign like the fingers on a great out-stretched hand, but, unless you cover the great centers of population with the dominant newspapers in each locality, dense masses of consumers are slipping through your fingers.

Manufacturers of articles of general consumption will find in The Baltimore NEWS, approximately 100,000 net paid daily circulation, a paper for nearly every home in Baltimore in which English is spoken—a distribution for your selling appeal, we think you will agree, almost 100% complete.

And the beauty of this plan is that it requires not the changing of a line in any advertising you may have planned in publications of general circulation.

Do you want additional facts about the variety, distribution and comparative popularity of goods in Baltimore, together with the approximate cost of applying this plan to the 50 dominant newspapers in the 50 leading cities of the United States?

The Baltimore News

Goes Home and Stays Home

DAN A. CARROLL Eastern Representative Tribune Building New York



J. E. LUTZ Western Representative First Nat'l Bank Bldg.

Advertising Manager

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Aunt Jemima Comes to Life

Her Culinary Skill and Historical Traditions of the Old South Create New Friends for Pancake Flour

By G. A. Nichols

REPRESENTATIVE of the advertising agency that had secured the interesting job of advertising Aunt Jemima pancake flour was delving around in the plant of the Aunt Jemima Mills Company, St. Joseph, Mo., in search of an idea.

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He wanted something he could use in creating an advertising atmosphere around this product that would give it a sharply defined individuality and make it stand out from other pancake flours. His task was not easy, for after all pancake flour is pancake flour. There is more than one good Not enough advertising progress could be made through reiterating any superiority that Aunt Jemima might have over other pancake flours. There must be something, possibly of a human-interest variety, that would make Aunt Jemima advertisingly

In digging through a lot of printed matter, the advertising man finally discovered a little book which showed him that the pancake flour had a real human history behind it. Through this he learned that before the Civil War there was a hospitable Louisiana planter named Colonel Higbee. The presiding genius of the colonel's kitchen was Aunt Jemima, intensely black in color and of exceptional talent and skill as a cook. The good colonel, it seems, was famous for the breakfasts he gave. At these the main attraction was an unusual kind of pancake made by Aunt Jemima after a recipe known only to herself.

Years afterward, Aunt Jemima was induced to tell how she made her pancakes, thus placing the secret at the country's disposal.

Surely no one could want any stronger human-interest material than this with which to build an atmosphere around a thing to be advertised. This particular adver-

tising man didn't, anyway. His idea came all in a heap-just as big ideas often come when one has been hunting for them and working and studying for a long time.

He would associate Aunt Jemima pancake flour with the old never-to-be-forgotten South as it existed many years ago. Even though the pancake flour was known all over the land on account of its excellent qualities, he would clinch all this advantage through a series of advertisements telling the story of its romantic

Thus began a campaign whose unusual and outstanding features are calling forth many comments among publicity men and the public which is interested in appetiz-

ing breakfasts.

Consumer mediums were de-cided upon for the dissemination of Aunt Jemima's history. Then dealer mediums were to be used to hook this up with the retailer.

REAL AUNT JEMIMA IN THE ADVERTISING

The first step was to use newspaper space to introduce the characters in the story, with the object of following it up more in detail through the series of magazine advertisements which now are ap-

pearing.

Early last year full-page newspaper advertisements appeared ushering in "the cook whose cabin became more famous than Uncle Tom's" and Colonel Higbee, who "knew a good horse, suh, and a good dinner!" The copy told about Colonel Highee's stately mansion, which was visible from the Mississippi River steamboats; of how he delighted his guests with the famous Aunt Jemima pancakes, which were the despair of all other Southern mammies; of how after the war visitors would go to Aunt Jemima's cabin for a plate of her cakes; of how

she eventually was persuaded to sell the formula and of how persistent experimentation finally got it to the point where it was prepared for distribution, readymixed.

The advertising took hold at once. Many people wrote to the company expressing great interest

The Cook whose Cabin Became More Famous 'lom's

A PAGE NEWSPAPER ADVERTISEMENT PREPARING THE WAY FOR MAGAZINE CAMPAIGN, FEATURING COLONEL HIGBEE AND HIS FAMOUS COOK

in the story and asking if it were really true. Some women inquired for the address of the descendants of Colonel Higbee, saying they thought they could claim relationship with his family.

With the characters thus introduced through the newspapers, the present season's campaign now in progress was planned, to bring out and enlarge upon the details in an unusually high-grade way.

The magazine copy that now is going through is extraordinary in the prominence it gives the human element. Its object is to drive home the impression of the South that was started in the newspaper advertisements and to surround

the pancake flour with an element of pleasing romance that ordinarily never would be associated with such a matter-of-fact thing. Pancakes and romance, pancakes and history are surely strange partners when viewed from the usual standard. Yet when one reads the entire series of ads for the sea-

son of 1919-1920, as a PRINTERS' INK representative had the privilege of doing, he gets a definite and unmistakable picture of the old South-the South that never shall be again.

One element of strength in this presentation is its letterperfect accuracy. The costumes, the colonel's mansion, the negroes' cabins, the river steamers—all ap-pear exactly as they would have been pictured eighty years ago had there then been available such facilities for picturing as there are now. In this the advertisements have happily avoided the not uncommon error of introducing some unmistakably modern feature into a presentation of the past. The drawings were

subjected to the most merciless scrutiny. From an art standpoint they were all that could be desired. But was there anywhere any little feature that would suggest the present rather than the past?

With the drawings historically correct and with the copy-writer thoroughly impregnated with the Southern atmosphere, it follows as a matter of course that the story got across in the best of shape.

This Aunt Jemima periodical advertising departs from the conventional in the matter of illustration, copy and substantially page is unique in that it has some

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sort of narrative or human-interest message interesting and attractive enough to be read for itself alone, entirely aside from any interest one might have in pan-

The series starts out with a page advertisement, well executed in colors and headed, "When the

After the steamer had tied up at the landing the general and his friends went to investigate. Sure enough, the same old Aunt Jemima was on the job. And the hunger of the party quickly was relieved. One of the men made her a tempting offer for the recipe, but she refused. Later he re-turned and this time

persuaded the mammy to sell him the formula, thus enabling him to introduce Aunt Jemima's pan-

cakes to the world. In a small illustration down in one corner of the page is the only direct reference to the pancake flour as a commercial commodity. Here a picture of it is shown with the remark that it is good for muffins and waffles as well as pancakes. Only a fractional part of the space is devoted to

this direct message. Another page tells, mainly through pictures, how a bridal couple were visiting at Colonel Higbee's in 1860. The bride was so impressed with the way her husband ate Aunt Jemima's pancakes that she tried to make him some herself after they got home. was great fun for the

bride to watch Aunt Jemima at work, but alas! some way or other her own cakes would not come out right. She could not get the mixture in the proper proportion-something was missing. Then the contrast is shown between her and the bride of 1920. This latter-day bride has the flour mixed in exactly right, even including the milk. She never needs to disappoint her husband, as she can make the pancakes just as well as Aunt Jemima did.

Then there is a page with two

Which pays you the greater profit?

I-The article that sells only occasionally with a wide difference between cost and selling price

2-The article in daily demand but sold on a smaller margin?

Will you take a fe'ir minuses ouday, Mr. Grocer, to look over the goods on your shalves? Comider each los aspearably. Call to mind the time of purchase. Note hour much stock remains on hand.

"Here's an article," you will meanably affirm, "thu-pays a lung profit. Good piece of goods, too. Bu-far same reason is does not sell very last. Here I've had most of this stock on hand for several months, and I can't noom to get my money out.

was a sum a rotat. So get my money our. "Here's another article that I didn't want to stor fire. Thought the profit too anall. But these goo containly do more—seems like I'm always runtin later. People tosis on this particular brand. Instead of one graft is make neveral profits a year. It can alway studies a make the profit and the profit and the profit and the profit and the profit are make in quick make a profit and the profit and the profit are make in quick making goods."

Take the time to examine a small portion of you meck, Mr. Merchans, and see if this doesn't province in your case. And when you have done this you'll want a copy of the booklet,

on the matter of Turnover Sent FREE

This limities in published in the interests of better starthaulizing by the millers of the framous Australian plants Plaura. It discusses the subdict of Tursseer Floura to discusses the subdict of Tursseer from the retailer's standgoint—how to increase pour profits, how to beep down your inventional, how to keep your stock constantly tursing.

om, now to keep your stock contrastly torring. Thousands of copies of this interesting booklet re been distributed. A copy is yours for the saking send for it tuday. Use the coupon.

Aunt Jemima Mills Company St. Daugh, Ho.

Aure Joseph Mills Chappery Days W. R. Green, Mr. Send me a copy of your few hapkier, "What Trany teaches the Greece on the subject of Terroroys."





HOW THE COMPANY TALKS TURNOVER TO THE RETAILER, AS SHOWING BENEFITS OF CONSUMER ADVERTISING

Robert E. Lee Stopped at Aunt Jemima's Cabin." The leading illustration shows a group of gentlemen including a former Con-federate general sitting on the deck of the steamer. The copy tells how the general pointed out a little cabin and related that during the Civil War, twenty years before, he and his orderly had stopped one day at that cabin—which was Aunt Jemima's—for a "snack." She had given him some of the celebrated pancakes. He wondered if she were still there.

Mar. 18

attractive pictures. One shows Aunt Jemima laboriously mixing her pancake recipe and the other shows a modern-day bride using flour already mixed. In each of these two kitchen scenes the conditions of the times are brought out accurately. Aunt Jemima's utensils are the old type, while in the other picture are shown a modern gas range and all the upto-date accompaniments. This ad-

package and see how to get "The Jolly Aunt Jemima Rag Doll

Car cards are used in many of the leading cities to supplement and intensify the consumer message being put over by magazines, The car cards emphasize the many quaint features of Southern life which are being brought out in the magazine space to create an advertising atmosphere around



CAR CARDS HAVE AFFORDED GOOD DISPLAY FOR THE SOUTHERN SERIES

vertisement also contains recipes showing novel ways to serve pancakes. This recipe type of ad, by the way, is the one which Libby, McNeill & Libby have found so advantageous in advertising condensed milk. This was the subject of an article in PRINTERS' INK

some months ago.
"The Last Christmas on the Old Plantation" is beautifully depicted and briefly described in another page. Quaint Southern costumes, mistletoe, dancing, children, a breakfast scene, Aunt Jemima at work-these take up most of the space. The copy tells how of all the events of that Christmas season none was so much enjoyed as Aunt Jemima's pancake break-

About four square inches of space are utilized to show a picture of the pancake flour and also of the company's buckwheat flour mixture. A line invites the children to look on the top of the

Aunt Jemima. They follow the general line of the magazine advertising in that they have little to say about the qualities of the pancake flour, but rather bring out points relating to its origin and history—also in their distinctive high art features. The same characters are used and the same ideas set forth. The car card in fact is simply an abridged addition to the magazine message. A woman who has read one of the well presented Aunt Jemima pages in a magazine feels that she has already been introduced to the courtly Colonel Highee when she sees him depicted in the car card as presiding over one of the famous pancake breakfasts. Throughout the car card advertising, the same as in the magazine space, Aunt Jemima's smiling black face is to be seen either through a reproduction of one of the pancake packages or by show-

(Continued on page 25)

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IF you were to ask most any intelligent Philadelphian how to make your advertising do you the most good in Philadelphia, the reply undoubtedly would be:

"Put it in

The Bulletin"

The name of The Bulletin is a household word in Philadelphia, and its circulation reaches far beyond the highest point ever attained by a daily newspaper in the State of Pennsylvania.

Net paid daily average circulation for February:

481,791 copies a day

"The Bulletin is the only Philadelphia newspaper which prints its circulation figures regularly each day.

"No prize, premium, coupon or other artificial methods of stimulating circulation have ever been used by The Bulletin."

The Cleveland Press

First in Local Advertising Volume

The Press, in 1919, carried the preponderance of space from every important advertised line of business activity in Cleveland.

These figures show conclusively the strong leadership enjoyed by Cleveland's greatest home daily.

Figures Expressed in Lines

Pre	ss Plain Dealer	News
Department Stores3,658	,298 2,288,958	3,311,770
Women's Wear2,213	,624 809,032	1,219,428
Furniture	,006 180,670	343,238
Automobiles 856	,057 662,291	703,615
Foods 562	,688 204,162	251,132
Motion Pictures 504	,774 347,144	238,392
Shoes 427	,084 152,586	195,846
Jewelry 208	,964 30,716	109,494
	862 56,238	133,322
Drugs 51	,450 17,878	38,220
Total9,785	,797 4,749,675	6,544,457

The figures given above are for six-day issues of The Press and six-day issues of The Plain-Dealer and News, the only basis upon which the advertiser can have a clear conception of the situation. The figures which the Plain Dealer prints in its announcements, without explanation, are for daily and Sunday issues combined, against six-day figures of The Press.

The Cleveland Press has more home-delivered, home-read circulation than all other Cleveland dailies combined.

The Cleveland Press

SCRIPPS NEWSPAPERS

Foreign Advertising Department Union National Bank Building, Cleveland, Ohio

New York Office Marbridge Building Chicago Office First National Bank Building 18. Itae

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are distributed only to the people who wish to read them. The circulations of Scripps Newspapers are never artificially stimulated. Subscribers do not sign contracts or agreements. They pay carriers after delivery—daily, weekly, monthly; and they have the privilege of discontinuing at any time.

Consistent with this fundamental Scripps policy, foreign advertising rates of all Scripps Newspapers are FLAT—with no short rate penalty.

The

CLEVELAND:
Union National
Bank Building
NEW YORK:
Marbridge Bldg.
CHICAGO:

First National Bank Building

Scripps Newspapers

Foreign Advertising Department

February Advertising in Chicago

The dominance of The Daily News in the six-day field is strikingly revealed in the following statement of advertiging for the month of February, 1920.

Books - - - - - THE DAILY NEWS FIRST
The Daily News, 6,159 lines.
Next highest score, 5,742 lines.
6 days against

Churches - - - . . . THE DAILY NEWS
The Daily News, 5,248 lines

Next highest score, 513 lines.

Department Stores - - - THE DAILY NEWS

The Daily News, 363,622 lines. Next highest score, 263,385 lines.

Educational - - - - - THE DAILY NEWS

The Daily News, 6,261 lines. Next highest score, 4,557 lines.

Food Stuffs - - - - - THE DAILY NEWS

The Daily News, 58,395 lines. Next highest score, 54,540 lines.

Furniture - - - - - THE DAILY NEWS

The Daily News, 54,762 lines. Next highest score, 38,831 lines.

Household Utilities - - - THE DAILY NEWS

The Daily News, 8,674 lines. Next highest score, 7,100 lines.

Musical Instruments - - THE DAILY NEWS
The Daily News, 36,569 lines.

Next highest score, 30,040 lines.

Publishers - - - - THE DAILY NEWS.

The Daily News, 25,986 lines. Next highest score, 21,739 lines.

Jewelers - - - - - THE DAILY NEWS

The Daily News, 10,506 lines. Next highest score, 8,954.

Total Display Advertising - THE DAILY NEWS

The Daily News, 935,026 lines. Next highest score, 642,279 lines.

In Nearly Every Important Classification

THE DAILY NEWS

FIRST in Chicago

(Figures furnished by Advertising Record Co., an independent audit service subscribed to by all Chicago newspapers.)

Mar. 18

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Off

ing her in the act of mixing or

serving the pancakes. This consumer advertising, in addition to reaching the users of pancake flour, is relied upon also to reach the retailer and to sell him upon the virtues of the pancake flour as such. It is recognized that a considerable proportion of the dealers selling this flour are reached directly or indirectly by the consumer-advertising message in the magazines, car cards and newspapers. But the company's salesmen make sure that it is brought directly to the dealer's attention. Each of the salesmen carries a portfolio with the whole series of advertisements, thus being able to show the dealer and positively accurately much the company is doing to stimulate the demand and to make his selling problem easy in-

With the dealer reached in this way, the advertising in the consumer mediums says little or nothing about the flour as such. Instead, it is devoted to showing the dealer how easy Aunt Jemima's pancake flour is to sell. It dwells strongly upon the matter of turnover and shows that there is actually a greater profit to the dealer in selling on smaller margin an article that is in daily demand, but that has a wide difference between the cost and the sell-

ing price This kind of dealer advertising is much stronger than a constant reiteration of the goodness of Aunt Jemima's pancake flour. Just as was said in the beginning of this article, pancake flour is pancake flour. This being so, it is going to take more than mere praise of the flour to get a dealer to stock it. When he is once convinced of its excellence-which is an easy thing to get across—the thing that interests him most is the results that are going to come to him in a profit way through selling it. If Aunt Jemima costs him more than other flours, he has to be made to see that the consumer advertising creates a demand that practically removes selling resistance and enables him

to realize a greater aggregate profit even though the profit on the individual sale may be smaller.

This matter of turnover and the casier selling of advertised goods are told again and again in the dealer advertising.

The dealer is invited to send for a booklet called "What Tony Teaches the Grocer on the Subject of Turnover," which brings out the familiar illustration of the banana peddler who turns his stock once or perhaps twice a day. The booklet brings home forcefully to the dealer the necessity of making his stock go over and over and shows him that otherwise he is not going to make a satisfactory profit even though his volume may be

Using the consumer advertising for the double purpose of selling the dealer on the flour and of showing him what is being done to help him make sales, and following this up with advertising in the trade journals preaching to the dealer the good old gospel of superior turnover that is realized from nationally advertised goods, the Aunt Jemima Company has an appeal that it is pretty hard to resist.

The company is liberal in its advertising and selling helps that the dealer can use direct. These include window and interior display cards and any individual advertising help that the dealer may want.

trouble or expense was spared to make the Aunt Jemima package something that would stand out in a compelling way, on the shelves and when used as part of a window display. The best procurable art talent was utilized in producing an Aunt Jemima face that was ideal from every standpoint. Look at Aunt Jemima in an advertisement or on a package of pancake flour and you see a composite setting forth of all the excellent and lovable traits that fact and fiction have long led you associate with the typical Southern mammy.

Comparatively speaking, it costs quite a bit more to put out a container like this. But judged by

the increased turnover the package makes possible, its cost is tri-

fling indeed.

The selling power of the Aunt Jemima package is especially no-ticeable in the Piggly-Wiggly stores. If a woman goes into one of these help-yourself stores without preference as to the particular brand of any kind of merchandise she is going to buy, she naturally is going to be influenced by the most attractive package. The most attractive package. The manager of one of these stores tells the writer that this principle works out with unerring accuracy. His store is located in a portion of Chicago where the influence of national advertising is probably at a minimum because reading is not a very pronounced habit on the part of the people. The women, in making their rounds of the store, pick out the most attractive packages. Then if the merchandise itself makes good with them a customer is gained for that brand-gained by the package.

A Piggly-Wiggly store is the best possible place to try out the relative advantages of advertised and unadvertised goods, and also those shown in attractive packages and otherwise. There can be absolutely no selling force exerted other than that brought to bear by the advertising, by previous acquaintance with the merchandise

or by the package.

It is the universal experience of these stores that the goods that are widely advertised and whose containers show up the best outsell the others by a wide margin. The Piggly-Wiggly store from the very nature of its business cannot afford to handle slowmoving goods. If it did, it would have to charge more and thus be deprived of its main argument for existence-lower prices.

individual retailer can work the thing along the same way if he will. And this is the very fact that the Aunt Jemima people are trying to impress upon him through their dealer adver-By constantly hammering away on this turnover proposition and showing the dealer by facts and figures how he can ac-

tually make more money through hooking up with well advertise lines even though his profit on the individual sale may be smaller the Aunt Jemima Company is performing a real service not only for itself and its customers be for retailers and advertisers in general.

Advertising Campaign for City of Cleveland

Representatives of 100 organization met with the Cleveland Advertise Club recently to launch a nation-vice advertising campaign to make Clevelan

advertising campaign to make Cleveline better known, to encourage new emprises, to attract labor, etc.

The campaign will be divided in two parts, one to teach Cleveliad a know itself and the other to teach to outside world to know Cleveland. It following committees were appointed to the contraction of the contracti Organization, city government, researd merchants and manufacturers, pres speakers, posters and outdoor publicity churches, schools and stunts. Commi churches, schools and stunts. Cometees to teach the outside world to less cleveland are: Letters, national site tising, traveling salesmen, out-of-swinewspapers and magazines.

Allard Smith, chairman of the finance committee, will have in charge the re-

by the family of the family of the camping of funds to carry out the camping Wilbur H. Hyde, treasurer of the Ckyland Advertising Club, will act as traurer of the fund.

Women's Ad Club Joins Chi cago Council

The Women's Advertising Club a Chicago has decided to join the sortion of Commerce. It will retain a individuality practically the same as fore and will act with the Associated Advertising Clubs of the World as a constant of the coarse.

Advertising Cluss of the works the past.

The club is planning a meeting of the club women of Chicago with it idea of trying to impress upon the idea of trying to impress upon the the importance of nationally advertising cooks. The meeting will be held affiliation with the advertising cook but will be under the direct charge of the Women's Advertising Club.

Change of Apel-Campbell Com pany Name

Verne W. Tucker, for the last the Verne W. Tucker, for the last the years vice-president of the Apel-Cambell Company, of Detroit, has been made president and general manuform, which will hereafter known as the Apel-Tucker Studies and the standard properties of the first properties of the standard properties of the standard properties as the Apel-Tucker Studies of the standard properties of the standard

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Maxey Back With Burlington

T. T. Maxey, who was advertising sent of the Burlington Route prior to federal control, and who served the United States Railroad Administration, first as vice-chairman of its western lines advertising committee and later as an assistant in the Division of Public Service at Washington, D. C., has been appointed general advertising agent of the Burlington Route, with headquarters at Chicago.

New York Central With Logan Agency

The New York Central Lines ad-The New York Central Lines advertising account has been put in the lasds of Thomas F. Logan, Inc., New York. This agency is also handling the Maxda service account of the General Electric Co., Schenectady, N. Y., and the account of the Superior Underwear Company, Piqua, Ohio.

N. J. Pousette-Dart With Barton, Durstine & Osborn

N. J. Pousette-Dart has been made art director of Barton, Durstine & Osborn, Inc., advertising agency, New York. Mr. Pousette-Dart was recently as art director at J. Walter Thompson, Inc., advertising agency, New York.

A. Cullen With North American Fruit Exchange

George A. Cullen, passenger traffic manager and director of agricultural development of the Delaware, Lackawanna & Western Railroad Company, has been made vice-president of the North American Fruit Exchange, Inc., New York, effective April 1. Mr. Cullen was one of the originators of the County Farm Bureau System. During the war he was chief of a section of the United States Food Administration at Washington.

Hopper Agency Formed

G. Lester Hopper, who was for sev-ral years associated with Critchfield ral years associated with Critchfield eral years associated with Critchheld & Co., advertising agency, Chicago, and later with Mallory, Mitchell & Faust, Inc., advertising agency, Chicago, and The Street Railways Advertising Company, has established The Hopper Advertising Agency, Inc., at New York.

Bruce Bliven, Managing Editor, New York "Globe"

Bruce Bliven, formerly a member of the editorial staff of Paintens' INE, and during the last year chief editorial writer of the New York Globs, has been made managing editor of that newspaper.

The George L. Dyer Company 42 Broadway New York



Newspaper, Magazine and Street Car Advertising

Publicity and Merchandising Counsel

How Advertising Can Hasten the Day of Industrial Harmony

MALLORY, MITCHELL & FAUST CHICAGO, March 10, 1920.

Editor of PRINTERS' INK:

As a publication which is always to be found in the front ranks of the advertising profession, it seems to me that the time is ripe for PRINTERS' INK to blaze a new trail. So much has been written and said about the national economic unrest and the spread of bolshevistic ideas among workingmen to-day that something should be done to counteract this tendency. The advertising profession has clearly demonstrated both during the war

The advertising profession has clearly demonstrated both during the war and since that whatever great results were to be accomplished, there was no better channel through which to move than through the advertising world. Why would it not be an admirable suggestion if Printers' Ink were to start a national movement which would have for its purpose the education of America's masses as to the ideals of our country? In other words, let's sell Americanism to all Americans. It would not be my purpose to direct such a campaign toward any class at

It would not be my purpose to direct such a campaign toward any class at all, but if every advertising agency, every manufacturer and every publication would foster the idea of using certain alogans or phrasea in all of their advertising copy, which would tend to sound the note of true Americanism, it would be a wonderfully effective force in offsetting the radical spirit of discontent.

If all of the brilliant men engaged

spirit of discontent.

If all of the brilliant men engaged in the advertising profession were to direct their attention to this subject of slogans for a single hour, can you not visualize the inspiring results that would accrue therefrom?

This suggestion is made solely with the idea of starting a movement nation-wide in its scope and far-reaching in its effect. We know of no publication better fitted to undertake this movement than PRINTERS' INK.

FINNEY BRIGGS.

PRINTERS' INK is glad to publish Mr. Briggs' suggestion. We have often pointed out the opportunity for advertising, advertising clubs and advertising managers to sell points of agreement to both manufacturers and labor. A partial list of such articles follows:

How Advertising Can Improve Industrial Morale, September 25, 1919. Advertising a Opportunity, July 24, 1919.

Getting Men Tegether and How You Can Help, April 3, 1919. It's Up to the Advertising Man, February 6, 1919.

The most recent concrete surrestion in this matter is found in W. R. Hotchkin's article in the March 4 issue. The idea in Mr. Briggs' letter that such advertising should be directed to no particular class is directly in line with the PRINTERS' INK editorial policy in the great question of industrial and economic relations Both the employer and the employee have obligations when it comes to real Americanism, increasing production, stopping reduction of output, reducing loans and other courses of action for the good of the whole public. In the very question and offers three definite suggestions along these lines.-[Ed. PRINTERS' INK.

The Thompson Co., a New Agency

The Thompson Company, advertising agency, has been established at New York by C. S. Thompson, who was recently associated with O. K. Davis is organizing the national foreign tradeconvention to be held at San Francisco in May, 1920.

of the American Defense Society, and now a director of that society, and now a director of that society, as in 1900 city editor of the Springfield.

Mass., Union, and in 1905 managing editor of the New Haven, Cana. Register.

Register.

J. F. Hubbard, recently discharged from the army with the rank of catain, is associated with Mr. Thompson.

This agency is handling the accounts of the S. G. V. Motor Car Company, Inc., maker of S. G. V. motor car, and the Radio News & Music, Inc.

George Moskovics at San Francisco

George Moskovics, advertising manager of the Mitchell Motors Company, Inc., Racine, Wis., has resigned to take up his residence in San Francisca. He has formed a connection with the Frawley Motor Car Company, distributors of the Mitchell motor car, for which organization he will act as sales promotion manager.

W. C. Hunt Joins Detroit Agency

William C. Hunt, who for the latfour years has been with the Packard Motor Car Company, Detroit, in charge of motor car and truck direct advertising, is now with Seelye & Brown, Inc., advertising agency, Detroit. sugnd in the Mr. ertisparline torial of intions. emen it , in-

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A Service

of increasing proportions and unique importance is being rendered by the JOURNAL in the following departments:

Care of Children
By Marianna Wheeler

Home Building and Decorating
By Minnie Francis

Fashions and Dressmaking
By Martha Esans Hale

Knitting and Crocheting
By Margaret Kingsland

Cookery Problems
By Marion Harris Neil

Food
By Dr. C. Houston Goudiss

Entertainments
By Esther White

Little Gardens
By Lewis E. Thiess

Wild Life and Bird Protection
By Thornton W. Burgess

The People's Home Journal

For 35 Years the Magazine for Every Member of the Family

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MANY an advertiser figures his campaign in Leslie's as a profitable enterprise in selling merchandise—with the plus quality of a dividend when it comes to offering securities. The Leslie's reader is both customer and investor. He is rated.

FRANK L. E. GAUSS

Advertising Director

THE PIRST THE PI

Mar.

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HALF A MILLION GUARANTEED

THE FIRST **5** OO, OOO

Leslie's

Half a Million Guaranteed
THE FIRST 500,000

THE PIRST THE PI

Twenty Thousand a Year and Over

- -1624 Brooklynites
- -pay taxes
- -on such incomes,
- -starting with 405 who pay on \$20,000-\$25,000
- -and going up to 23 who pay on over \$500,000

Thirty-five Thousand Automobiles

- -in Brooklyn
- -and Brooklynites
- -are buying pleasure cars
- -12% faster than New Yorkers

Reach the Ear

- -of Brooklyn buyers
- -through

The Brooklyn Eagle

Dominant in Brooklyn

Carries more automobile advertising than all the other Brooklyn papers combined.

A. B. C. Member

O'MARA & ORMSBEE, Foreign Representatives

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Circulation: Its Duplication and Verification

By Placing Their Business Through Reliable Agencies Advertisers Can Avoid Questionable Circulation

By G. F. Hobart

IN a recent number of Printfarious problems confronting the space buyer were presented.

There are other phases that deserve consideration in determining the relative value of mediums.

When the Pulp and Paper Division of the War Industries Board was instituted to conserve white paper, one of its rules was that all returns were to be discontinued, and instructions to that effect were issued to publishers.

The ruling was quite useful, in that it stimulated mental activity on the part of some publishers in their efforts to circumvent it. This was done in various ways: One was greatly to increase the discounts of dealers, ostensibly as a reward for the prompt payment of their accounts. Dealers who were interviewed confessed that their understanding was that this augmented discount was in lieu of return privileges and that it compensated them for unsold copies. The white paper was used, as be-The advertiser continued, and still continues to pay for circulation that is useless to him; unless he numbers among his prospective customers the rats and mice in the junk dealers' loft.

Some times a clean record was shown on the publisher's books. Not that there was any pressing need of it, so far as Uncle Sam is concerned. That somewhat detached gentleman is too busy making laws to pay much attention to their enforcement; but it is always well to be prepared.

In more than one case, where clean records were shown on the books, dealers were paid a periodical "bonus" in currency by a representative of the publisher. Of course, it is possible that this ingenuous individual paid the money out of his own pocket and was

impelled to that act by his own generous impulses. On the other hand, perhaps it was otherwise. A decrease in the price of papers to dealers was another method of avoiding the appearance of evil.

DISREGARD OF A POST OFFICE RULE

Mention was made in the former article of the 100 per cent commission men and the Post Office ruling that was intended to stop it. How seriously that ruling is taken is evident from a circular sent to subscription canvassers by a Chicago concern in January, 1920. Here it is:

"We are forming a Club of four publications to new subscribers, one year each, no two papers of the same nature clubbed.

"One hundred per cent agent's

proposition.
"We furnish Agent's supplies.
Should you consider this proposition, advise as to how many you can handle by July 31, 1920, and

what States you accept."
And that letter was sent through
the U. S. mails. Has the Post
Office Department done nothing?
Echo answers "Nothing"!

It is perfectly true that a subscription canvasser for a farm paper could not make a living on a 50 per cent commission basis, and the publishers are compelled either to circumvent the law or discontinue employing canvassers. The matter is mentioned in order that advertisers may understand that they must look elsewhere than to the Government for protection in space buying or in the verification of circulation statements. Right here it is opportune to call attention to the fact that when publishers speak of their "Government Statements" of circulation, they mean their statements to the Governments and not statements of the Governments and not statements of the Government.

Such statements have the same value as publishers' reports on subscription methods, as there is a similar absence of investigation.

The Government desires to conserve white paper. Therefore it does what it can to discourage wasteful circulation. It desires to prevent abuse of second-class mailing privileges, and with that end in view compels publishers to make periodical circulation statements. It has not, however, taken any drastic steps to interfere with the personal liberty of the publisher, who is still free to exercise his inalienable and historic right to lie like the devil when he feels that way inclined. per cent of the publishers on the North American continent are honest. The space buyers' problem is to segregate the other ten per cent.

STIMULATING TRADE—AND CIRCU-

There is a situation in many parts of the country with which the national advertiser or his space buyer should be familiar. Take for example, the case of the two cities of Jonestown and Smithtown, as we will call them for purposes of identification, or otherwise. They are thirty miles apart. Trolley lines and R. F. D. routes radiate from each. The routes radiate from each. rich agricultural district lying between the two places is disputed territory. The enterprising mer-chants of Jonestown make every effort to induce the rural residents to come to their town and patron-ize their stores. They offer to ize their stores. They offer to refund fares or give special discounts to out-of-town buyers. The publishers of the Jonestown papers co-operate with the merchants for the good of their city. The augmented advertising revenue is purely incidental. They even sacrifice their own interests to the extent of offering special rates to subscribers along the R. F. D. and trolley routes. This rate may be as low as \$2, or even \$1 for a daily, the regular price of which is \$5 or \$6. It is to be noted that these special rates do not conflict with the ruling of the

Post Office Department to me effect that the publisher shall receive at least 50 per cent of the advertised subscription price, to long as these rates are carried in the masthead of the paper. They then become regular rates.

Hoonhell reads the masthed anyway?

The merchants of Smithtown are not less enterprising, and cover the same territory with similar schemes. If it is not deemed wise to publish in the masthead a lower rate than the of the Jonestown papers, there are other methods of accomplishing They offer their the result. papers for eighteen months for the price of twelve, but must be careful not to say that it is given for six months free. There's a difference as well as a reason This method is particularly usful in switching unexpired subscriptions from the Ionestown b the Smithtown papers.

The local advertiser aids and abets this little game. He is no critical of circulation obtained in this way. He may even increase this way.

his space. The national advertiser, however, gets a lot of practically usless duplication. He uses a paper in Jonestown and one in Smithtown under the pleasing delusion that two separate fields are corered. Before taking seriously the claims of papers as to the value of their rural and suburban circulation, he would do well to have a map of each State on which is marked the territorial claims of the publishers in the cities and towns. He will find many Jonestowns and Smithtowns where these territories overlap so bady that each town includes the other

A daily paper with a weekly edition sometimes discontinues the weekly and substitutes for it the daily edition for one day ead week. This inflates the daily circulation for that particular day. The advertising rate, however, hased on a six day average. If the advertiser orders his copy isserted on the day of the augmented circulation, he gets more

as part of its preserve.

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than his money's worth. Otherwise he gets less.

Space buyers are acquainted with the seven-day average scheme, as worked by a late lamented metropolitan daily to the very last gasp. The Sunday edition may have a much larger circulation than the week day editions, but a seven-day average is the only statement that can be ob-If the advertiser endeavored to buy space in the Sunday edition at a rate based on the seven-day average, he would be met with a cold stare. The Sunmet with a cold stare. The Sun-day rates are much higher, of course. But are the week-day rates based on a six-day average? Not so that it attracts particular attention.

BULK SALES LOOM LARGE

Trade and technical papers with large bulk sales and association subscriptions present a different problem. An illustration is found in a case vouched for by the publisher of a technical journal. He is a "good man and true"; one of the finest in the business. A competing paper was offered to him at a fair price and he seriously considered buying it. An investigation showed the records to be in good condition and a circulation corresponding to the representations. A suspicion that there was a Pullman porter concealed somewhere about the premises caused him to verify some of the association subscription orders. He found that the vendor had induced the secretaries of certain organizations to supply a list of members and to issue a check for a year's subscription for each. In return he gave the secretaries his personal check for a similar amount - plus. The payments from his personal account did not, of course, appear in the records of the publishing office.

The sale was not consummated. Articles appearing in trade papers are frequently and necessarily favorable to some line of goods. The manufacturer or jobber of the line is perfectly justified in purchasing a considerable number of such papers for

distribution to his trade. He pays for them and the publisher is, therefore, equally justified in including such sales in his net paid circulation. This circulation may or may not be valuable to other advertisers in that issue, but they are entitled to their own conclusions, and should at least be in possession of the facts.

One reason, perhaps the only reason, why publications that indulge in deceptive practices are able to flourish, may be found in a directory of national advertisers. It shows that over 4,000 such advertisers place their business "direct" and not through a recognized and competent agency. Many of them are under the impression that they save money by dealing direct with publishers, because they are able in a few cases to obtain a rebate or are allowed the "agency commission." It is expensive economy.

Space buying is a specialty. It takes all the time there is on the clock to master the intricacies of circulation. The agencies employ such specialists: men who devote their time and brains to the study of conditions in various parts of the country as they affect the interests of the agency's clients.

In the space buying department alone a good agency saves its advertisers sufficient money to more than justify its existence.

than justify its existence.

When there are fewer "direct" advertisers there will be a synchronizing decrease in circulation liars.

C. L. Bixby Joins Richmond Agency

Carl L. Bixby, formerly in charge of the Buffalo, N. Y., service department of Barron G. Collier, Inc., is now a member of the copy department of Cecil, Barreto & Cecil, Inc., advertising agency, Richmond, Va.

R. L. Burdick With Richards

Agency
R. L. Burdick, formerly service executive of Murray Howe & Co., Inc.,
advertising agency, New York, has
joined the copy staff of the Joseph
Richards Company, advertising agency,
New York

Mar. 1

Knitting Closer Relations with Latin America

Pan-American Committee, Formed at New Orleans Convention of the A. A. C. of W., Meets in New York—Mexico City Delegate Made Special Trip to Attend

R EPRESENTATIVE publishers, editors and advertising men from several South and Central American countries met with representatives of the Associated Advertising Clubs of the World on March 13 at the Advertising Club in New York City.

This meeting was a direct follow-up of the interesting start made at the convention in New Orleans when the Pan-American advertising conference was held. On September 24, 1919, this temporary Pan-American conference was created "to consider, make recommendations and take necessary action in the development of Pan-American scope and work of the general organization and the programme of its next annual convention." The resolution adopted at New Orleans also formed the general Pan-American Committee, and gave it authority to name an executive committee conveniently located to New York, which should carry on the work. It was the general committee which met March 13, at the call of the chairman, the Hon. John Barrett, director-general of the Pan-American Union.

Herbert S. Houston, vice-president of Doubleday, Page & Co., told the committee and its guests how the interest developed at New Orleans for the Pan-American division had borne almost immediate results in the formation of advertising clubs in other countries, especially in Mexico City. He pointed out that the Pan-American Division would thrive in proportion to the definite results it achieved. He suggested co-operation on the part of clubs in other countries with the vigil-

ance work of the A. A. C. of where, and the co-operation of he American countries in establishing the just claims of advertising as a constructive economic form in sales and distribution. A mosel book by Prof. Paul Cheington on this subject was motioned, in the preparation of which boards will be appointed all fields to assemble facts addata.

A representative of El Unio sal, of Mexico City, who me conference, told of Dr. Palls cini's constructive work in Men toward the formation of a rem sentative advertising club is diately upon his return from No Orleans and the success of his el forts. This speaker and the of ers who followed him from A gentina, Peru and Chile, stresse particularly the necessity for the tying up of intelligent sales effor and credit arrangements with vertising in Pan-American comtries if the United States is keep the trade it secured during abnormal times.

Jesse Neal, secretary of the A sociated Business Papers and chairman of the Programme Con mittee for Indianapolis, invited large attendance from Pan-Ame ican countries at the Indianapol convention and promised the timely and practical subjects w be discussed. The representative from foreign countries were ask to come to the convention wil practical suggestions which wi result in closer business, economic and social relations among the countries represented. It was decided that nominations for the executive committee would be see to John V. Noel, of Noel's New Service, New York, representing El Heraldo de Cuba, secretary o the general committee.

F. C. Knight Joins New York

Frederick C. Knight, who has been engaged in illustration work in Philadelphia, has joined the staff of Shridan, Shawhan & Sheridan, advertising agency, New York, as art editor of trade paper advertising.

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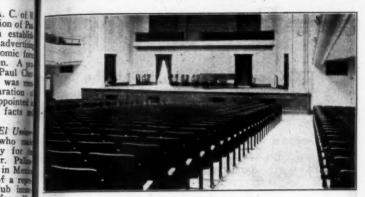
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When Electrical Buyers Fill These Seats-

It's nearly time for this convention to open. Presently every seat in sight will be occupied by an enthusiastic member of the National Electric Light Association. These men, always strong for all that makes for progress, will meet to plan electrical development on a scale that will make past achievements look like mere rehearsals.

In the wasting Western waters 30,000,000 kilowatts are waiting to be reclaimed. It will take \$500,000,000 worth of electrical equipment to utilize this power.

You can speak at this convention. You can talk to these leaders in Western power development. You can put your electrical equipment selling message in the hands of every one of them.

As the official publication for N. E. L. A. papers to be presented at the Pacific Coast Section (May 17 and 18) the Journal of Electricity will put your sales message into the hands of buying engineers and engineering executives at a time when they are thinking in big terms.

Here are the big convention issues-your four-fold opportunity:

April 15, 1920, Pacific Coast Section N. E. L. A. Number, official publication of papers to be presented at the Passdena Convention, May 17 and 18.

May 1, 1920, Electrical Supply Jobbers' Association Na-tional Convention Number, devoted to the commercial interests of the West; distributed at the Del Monte Convention, May 12 to 15.

May 15, 1920, National Electric Light Association Number, concerned with the great National Convention at Pasa-dena, May 18 to 21.

June 1, 1929, Convention Echo Number, giving reports of discussion and action at these Conventions.

Let the Journal of Electricity lead you right up the middle aisle and introduce you and your sales message at these great conventions!

Journal of Electricity

One of the II McGraw-Hill Publications Tenth Ave. at Thirty-sixth St., New York

Encouragin

FOR years FARM AND HOME has been a CARM spoken in advocating go-ahead legislation of sound type. Witness four of its accomplishmen of by

- Original champion of the greatest advantage the farmer has ever secured-Rural Free Delivery.
- Vigorously supported monetary reform; and in moulding public opinion among the farmer was a decided influence in the passage of the Federal Reserve Act.
- Instrumental in securing the enactment of the Federal Farm Loan System-a measure of incalculable value to the American farmer.
- Successfully instigated an energetic campaign to give wide publicity to the benefits of the Federal Farm Loan System. It has been a factor in already enabling more than 100,000 farmers to secure loans exceeding \$300,000,000.

These facts are simply presented as proof of constructive and productive efforts of FARM A HOME in behalf of its 650,000 subscribers.

Springfield, Mass.

30 N. Michigan Ave. Chicago, Ill.

315 Fourth bringfield, New York Mass,

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Progress:

on of pay for the paper because they want to read and shimes of by it.

Not one was induced to subscribe through a newsealer, canvasser, agent, trial or installment offer, or my kind of contest. It is obvious that FARM ND HOME sells on sheer merit.

Here is evidence of the way FARM AND HOME

Prattsville, N. Y. R. D. February 13th, 1920.

"I enclose the money for a year's subscription to FARM AND HOME. I have just been reading a copy that belongs to a neighbor, and immediately came to the conclusion that a home is not complete without it. I particularly appreciate your advertising guarantee."

(Signed) A. TRACY TOMPKINS

NOTE: He's out in the country, on a Rural Mail Route—he isn't a townsman or a Saturday afternoon farmer—he's representative of FARM AND HOME'S 650,000 genuine farm subscribers.

FARM-HOME

ork Mass.

30 N. Michigan Ave. Chicago, Ill. 315 Fourth Ave. New York City A. A. C. OF W. CONVENTION, INDIANAPOLIS, JUNE 6 TO



1920 methods used in doing

business in Indianapolis



CONSISTENT advertising in The Indianapolis News is largely responsible for the general use of such office appliances as Dictaphone, Noiseless Typewriters, Yawman & Erbe and Library Bureau Filing Devices in the Indianapolis Radius.

The News is a Man's Appeal paper. This is shown by the bulk of this class of copy carried regularly in The News. Indianapolis business men are efficient. They

are reached by the efficient medium. They read regularly

The Indianapolis News

First In America In 3c Evening Circulation

New York Office DAN A. CARROLL Tribune Building

FRANK T. CARROLL Advertising Manager Chicago Office J. E. LUTZ First National Bank Blds

USE NEWSPAPER ADVERTISING ON A THREE-YEAR BAS

'Sol

Advert

WHI to around hood she toome a day there ity whee a hole it. The pluthis work comman of work not be could the time if the toom to the toom

sequence wastage With a big ne be used boat or the idea the Nok for \$1.5 a corresubject ing the tools to

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the right In a Did for sults o ments:

"My

"Solderkit Club" Develops Big Market among Boys for Soldering Apparatus

Advertising in Business Publications Is Supplemented by Correspondence Course to "Students"

By Frank Chapman

Treasurer, The M. W. Dunton Company, Providence, R. I.

WHEN I was a boy we had traveling tinkers around throughout the neighborhood shouting "Tinware to mend." These tinkers seem to have become a thing of the past and today there is hardly any community where a housekeeper can get a hole in a pan or pot soldered. The plumbers are too busy to do this work and as they are able to command high wages for the class of work they are doing, they can-not be bothered with it. Nor could they get a fair rate for their time if they undertook it. In consequence, there is an immense wastage in every household.

With the belief that there was a big need for an outfit that could be used in the household, motorbeat or automobile, we conceived the idea of putting on the market hokorode Solderkit, to be sold for \$1.50, with the idea of selling a correspondence course on the subject of soldering and presenting the so-called student with the

tools to do the work.

The main thing was to draw p instructions in such simple language that even a child of twelve, who could read and follow directions, could learn to do satisfactory work. To aid me in this respect, I called on the services of my son, who was about fourteen years of age, to help compile the directions, and found that when I had each step explained so thoroughly that he understood it, I was working along the right lines.

In a booklet "What Solderkit Did for My Boy," we tell the results of my offspring's experi-

"My boy was not handicapped

as I had been. He had carefully studied the instructions that go out with our new Solderkit and knew just what to do to get results. He began soldering everything he could lay his hands on. He hunted for leaky pots and pans to repair. He got interested in electrical toys, and I found him soldering battery connections as well as a professional could.

EXPERIENCE WITH ONE BOY POINTED OUT THE FIELD

"In short, my boy deserted his books for his soldering outfit. Instead of spending his time bending over books, every moment he could spare was now occupied in doing things with his hands. His thirst for information on mechanical subjects kept me busy answering his questions. I found him interested as he had never been before in the work of men going on around him.

"After a while I bought a second-hand automobile that had kerosene lamps on it, and my boy declared that he was going to put electric lights in it. The car had been left at our summer place fifty miles away, and so eager was he to get at the job that he could not wait for the family to depart, but took an earlier train in order to get to work. By the time I arrived on the scene he had the pan taken off and was busily working. He got the electric lights in the car all right, and, in fact, kept the car in good running order all season long-better, I think, than a good many chauffeurs could. Like all boys who learn to use their hands, he soon became interested in wireless outfits, and before he got one of his

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To

own he was making tuning coils, etc., from directions given in trade

papers."
During the war the United
States Government estimated that

States Government estimated that there was a \$60,000,000 waste in the kitchens of the country each year in replacing worn kitchen utensils. This wastage of metal

was so large in Great Britain that the British Government sent instructors to the different communities calling the women together and teaching them how to repair kitchen utensils.

We soon learned that there were comparatively few boys who were interested in learning how to solder and our difficulty came in getting them interested.

While there was a big need for the Solderkit, few people realized the importance of it and paid little attention to the case with which it could be adopted.

My boy became interested in the building of boats and wanted to make a submarine with a tin tank and brass tubes resembling periscopes and built one with vanes set at an angle so that by pushing the boat it would submerge; the water would run into the tubes, fill the tank.

and it would sink. In trying to do this, he took a soldering outfit, tinned the iron and made his tank out of a Nabisco box, soldered it tight, and got a lot of fun out of it.

Realizing that other boys might also want to make toys of their own, we conceived the idea of forming the Solderkit Club and paying the boys \$1 apiece for any suggestion that they might send us along the line of toy-making. One boy in Uniontown, Pa., con-

ceived the idea of making a catepillar tank, sent the pencil sketch to us and received a dollar for a We made the tank, then printed up the instructions for making a in a four-color, two-page spread in one of the technical pagen. We then printed up the instructions and gave the books away to



"HERE'S THE STORE, DAD"

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NOKORODE SOLDERKIT

sates—there's gaing to be "Some large" resemble to your store for Nuture-de Solderkirs.

And you're going to make a landstone profit on every sels. Remember the large of to-day are the som of to-marrow.

ADVERTISING AND SALES HELPS

We'll help you get the large coming—help you per thing over in a log, profeshir way. Our advertising the Essening Executing Part last recent a national Noberrale Schlerbins and Noberrale Schlerbing Paint on coupling the benefit. Our hosts of humanitiess with book to but tables it is summable mays.

bronzens of loops are deciding pers out pain to oling good meany with them. at your Johler to supply you. Wells for the m creening and heet puping Soldurkit and Bellief tota proposition on the market.

THE M. W. DUNTON CO.

PROVIDENCE, R. I., U. I

TRADE-PAPER ADVERTISING OF THIS UNUSUAL SORT HELPED GET DEALERS INTERESTED

all who returned one of the copons attached to the advertisement. This was the beginning of our campaign to get the boys interested in the Solderkit Club.

WHAT THE CLUBS ARE DOING PO

We then put an application for membership in the Solderkit Club in every Solderkit that we see out. It is only necessary for the boy to buy the Solderkit of his dealer, fill in the coupon, send w r. 18, 1920

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The following figures are taken from the comparisons of advertising lineage of metropolitan newspapers for 1919 over 1918, as published by The Advertising Age, issue of February, 1920.

NATIONAL ADVERTISING

Evening and Sunday

The Journal ranks second with 3,326,478 lines—a gain of 89.3% over 1918, and surpassing such evening and Sunday papers as St. Louis Post-Dispatch, Washington Star, Minneapolis Journal—and such morning and Sunday papers as New York World, Indianapolis Star, Chicago Herald and Examiner, Philadelphia Public Ledger.

Six-day Evening
The Journal ranks third with 2,542,810 lines—a gain of 92.1% over 1918, and surpassing such papers as New York Journal. Globe. Sun, World, Post, Washington Star, St. Louis Post-Dispatch and Chicago Daily News.

LOCAL DISPLAY ADVERTISING

Evening and Sunday

The Journal ranks twelfth with 7,903,789 lines-a gain of 44% over 1918.

Six-day Evening

The Journal surpasses such papers as New York Sun, New York Globe, Chicago American and Philadelphia Public Ledger with 5,786,720 lines, or a gain of 50.5% over 1918.

CLASSIFIED

Evening and Sunday

The Milwaukee Journal ranks eleventh with 765,889 lines-a gain of 42.4% over 1918.

Six-day Evening
The Journal surpasses Philadelphia Public Ledger, Detroit Journal, Toledo Blade and others with 1,873,482 lines—a gain of 35.6% over 1918.

Sunday Only

The Journal ranks eighteenth with 697,480 lines-a gain of 64.6% over 1918.

TOTAL ADVERTISING

Evening and Sunday

The Milwaukee Journal ranks eighth with 13,801,229 lines-a gain of

Six-day Evening

The Milwaukee Journal surpasses numerous papers with larger circulation published in larger cities including the New York Sun, New York Journal, Baltimore News, and New York World, with 10,319,400 lines—a gain of 56.2% over 1918.

Compare The Journal point by point with the country's newspapers of highest character and you will find that The Journal LEADS with them in news, editorials

Milwaukee Journa

HARRY J. GRANT. Pub.

R. A. TURNQUIST, Adv. Mgr.

O'MARA & ORMSBEE, Inc.

Special Representatives Chicago New York

a photograph to be used later in our publications, and mail it to us without any further expense on his part. We then send him a certificate of membership in the Club and he has the privilege at any time in the future of asking us any information on the subject of soldering. We have boys from all over the United States and some foreign countries who belong to the club and are getting a great deal of benefit and amusement from it.

We are building our sales force, as far as possible, from members of this club. The boy who first conceived the idea of making the tank became interested in mechanical drawing and developed so rapidly that we were able to give him employment during his summer vacation at our office in working out the ideas submitted by solderers for our book, "Soldering Kinks." He also made nearly a hundred mechanical drawings for us during his vacation.

The service that we have been rendering to members of the club and those who buy the Solderkits, together with the advance in cost of our materials that go into it, labor, etc., has compelled us to raise our price from \$1.00 to \$1.50 each, but this advance in the price has not injured the sale; on the other hand, it has seemed to increase the demand. In January, we were able to sell more Solder-kits than in any previous month.

In the past we received so many crude, pencil ideas and suggestions that were impractical that we found it necessary to offer an incentive for a boy or man to spend enough time to make something With that object in worth while. view, we changed our plan and now pay \$25 each month for the best soldered toy that is submitted during the period. In this way. we are getting better ideas and the boys are getting better paid for their time. The "boys" in our Solderkit Club range from eleven years to seventy years of age.

We have put into the Solderkit only such tools and material as can be hought in any hardware store. We purposely kept away from any patented scrapers and use emery cloth. We have allo kept away from an expensive of impractical heater for the soldering iron. Nearly everybody use a gas stove or a coal stove in the kitchen and therefore does not need a different type of heater. Because we want to co-operate with the dealers and jobbers, we are letting them supply the future needs of the buyers of Solderhits.

DEALERS BENEFIT BY REASON OF SALES OF OTHER GOODS

This plan makes it profitable for a hardware store which stock Solderkits, because if he sells the boy a kit and the boy happens to win the \$25, the chances are exceedingly good that he will go back to that store and spend mot of his prize money in buying other articles, such as bicycles, sport goods, tools, etc., of the sort which pay the store a big profit.

We hope, also, that by educating the boys in the right way of soldering and the advantages of using Nokorode as a soldering flux that they will be the boys who will become interested in manufacturing ten or twenty year hence and that they may remember Nokorode when it comes to soldering job.

Some years ago we realized that it was possible to give greater service to the man at the workbench, and in order to solicit his attention and pay him for the service which he rendered, w conceived the idea of paving \$ apiece to anyone who could sent us a new and original idea of soldering. At first, it was very difficult to get people who knew how, to respond to this request But after a good deal of time, elfort and money had been spent, we succeeded in getting as our correspondents men who were versed in all kinds of soldering and who were capable of solving many difficult problems. The result is that we published a poster known as "Soldering News, which has been sent out in lare." quantities and at regular intervals

We received so many new idea that we have not been able to put lish that it was considered under

(Continued on page 49)

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96% of Muncie's Homes Take the Muncie Star

The city of Muncie, with a population of 36,524, has, it is estimated, 8,114 homes. The Muncie Star's carrier-delivered circulation in the city of Muncie is 7,791.

The Muncie Star's total circulation of 25,491 goes each morning of the year into one of the richest sections of Indiana. This circulation is three times the size of that of the other Muncie newspaper.

The Muncie Star during the year 1919 carried a total of 8,097,630 agate lines, which was nearly twice the linage of the other Muncie paper, and gained a total of 2,311,950 agate lines, which was more than twice the gain of the other Muncie paper.

The Muncie Star, the Terre Haute Star and the Indianapolis Star comprise

The Star League of Indiana

The Greatest Combination of Quality Circulation in Indiana

Eastern Representative: Kelly-Smith Co., Marbridge Building, New York

Western Representative: John Glass, Peoples Gas Building, Chicago

The Shaffer Group

Indianapolis Star
Terre Haute Star Muncie Star
Louisville Herald
Chicago Evening Post
Denver Times
Rocky Mountain News

National Advertising
Convention
at Indianapolis
June 6th to June 11th



CAPPER FARM PRESS

A powerful Midwest Medium, thru which to reach the World's Greatest Farm Market

cives a reason.

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ar. 18. 100

THE CAPPER FARM PRESS is one medium with one policy and co-ordinated by one purpose. Yet it is published in five distinct sections, each with an independent editorial staff located in the territory which it serves.

This policy enables its 24 editors to come in the closest possible contact with their readers, to get a "close-up" of their work, to know and be known first hand. It enables them to give timely advice. What is seasonable in the north may be a month old farther south. Advice on growing spring wheat does not interest the cotton grower.

THE CAPPER FARM PRESS is not only a symbol but a synonym for Midwest rural and agricultural progress. The straphanger and the city clerk do not read it, but the farm folks of the Midwest look upon these papers as their very own—their buying guide.

Your advertising can be placed before more than a million worth-while farm families, with all the force that goes with such an enormous circulation plus the added power from the localized reader-interest maintained by the sectional plan of editing.

CAPPER FARM PRESS

(MEMBER A.B.C.)

Arthur Capper, Publisher --- Marco Morrow, Asst. Publisher

Topeka, Kansas.

-SECTIONS-

Capper's Farmer (Mid-We	est)Monthly
Kansas Farmer and Mail a	
Missouri Ruralist	Semi-Monthly
Nebraska Farm Journal	Semi-Monthly
Oklahoma Farmer	

Troubled About A Printing Job?

If we don't give you a helpful suggestion your inquiry will be worth while, anyway.

You'll learn how other busy men are relieved of their printing worries.

CHARLES FRANCIS PRESS

461 Eighth Avenue

New York

TELEPHONE GREELEY 3210

Printers-at-Large for Nation-wide Business

Mar.

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sirable to reprint the posters from time to time in that form, and when inquiries were received for editions that had been exhausted we found there was a further need. This developed our book, "Soldering Kinks," which is now in its fourth edition and in which we compiled all of the proposed suggestions which we sent out in the poster form. The book sells the poster form. for 25 cents each.

Although the cost to publish has increased rapidly since the first publication was put on the market we have thus far been able to keep the price down to that originally set. Although we have material accumulated at the present time sufficient to make a book at least one inch thick, we have not yet published it because we want the book to get into the hands of those who cannot afford to pay an excessive price for it. "Soldering Kinks" is now being used as a book of instruction on soldering in technical schools, and during the war quantities were furnished to both the Army and the Navy.

Adjust Printers' Wages According to Living Costs

THE wage scale in the Chicago printing trades unions has been readjusted upwards in accordance with a clause in the arrangement signed last August. The August agreement provided that figures agreed upon at that time should be the minimum, but that at the end of each succeeding six months the scale could be readjusted in conformity with the cost of living.

The various unions in conference with the Franklin Typothetae of Chicago ascertained that the cost of living on February 25 this year was 22.53 per cent over the average cost of 1914. It was agreed therefore to give the compositors, senior feeders, bookbinders and pressmen a raise of \$5.00 a week each, the junior feeders \$3.00 and the bindery girls \$2.50, Under the new arrangement the compositors will get \$46 per week, the senior feeders \$39, the bookbinders \$41, the pressmen \$47, the junior feeders \$26 and the bindery girls \$20.50.

Six months hence, according to the agreement, the scale will be opened again and readjusted in conformity with the cost of living. If figures show that the cost of living is higher, another proportionate increase will be granted. On the other hand, if it can be shown that there is a decrease in the cost of living it is provided that the wage scale be decreased in proportion. In any event the scale cannot be put below that agreed upon last August. But it can be reduced from the new scale accepted on February 25.

The negotiations leading up to the adoption of the new scale were carried on amicably and with an evident desire on each side to do the fair thing by the other. The possible outcome of the negotiations that will come next August is being awaited with interest. If the cost of living shows a decrease by that time then the employing printers will proceed to lower the wage scale in accordance. union leaders say they will in this case accept a fair reduction just as cheerfully as they now have ac-

cepted an increase,

Waldo Leaves Foreign Language Newspapers

Richard H. Waldo has resigned as Richard H. Waldo has resigned as general manager of the American Association of Foreign Language Newspapers, Inc., New York; and as director of publicity for the Inter-Racial Council. T. B. Spencer, sales manager, and Miss L. B. Carpenter, advertising manager of this association, have also resigned. Neither Mr. Waldo nor Mr. Spencer have made announcements regarding future work.

garding future work.

Mr. Waldo is succeeded as general manager of the Foreign Language Newspapers Association by Frank D. Gardner, who has been acting as western manager for the association in Chi-

The publishers of Chicago's eightyfive foreign language newspapers gave Mr. Gardner a farewell dinner last week. Seventeen languages were represented at the dinner. Among those making addresses were: William Larson, Svensks Amerikanaren: Oscar ante. L'Italia; John R. Palandech, slavis, and Peter S. Lambros, Oscar Dur-Star.

Where the Standardized Catalogue Movement Stands

What Is Being Done in Eliminating Odd Catalogue Sizes

SARGENT & COMPANY NEW HAVEN, CONN.

Editor of PRINTERS' INK:

On page 84 of your issue of February 5 there is an item under the heading, "One Standard Catalogue Size." While this item does not state that the 7½x 10¾-inch size has been adopted generally for catalogue purposes, readers might get that impression, especially as

might get that impression, especially as other articles regarding this matter are being printed in different publications. As you probably know, this standard size is the one recommended by the National Association of Purchasing Agents for catalogues intended for purchasing agents, but the size has not been adopted generally by concerns issuing catalogues. All catalogues are not intended for the use of purchasing agents and it is not desirable in many cases to print or to make up catalogues in this size.

SASCENT & COMPANY

SARGENT & COMPANY, J. Fred Wright.

MR. WRIGHT brings up an important point. The fact that the National Association of Purchasing Agents has declared in favor of a standard size cata-logue of 7½ by 10½ inches, with its half size 51/4 inches by 71/2 inches, when saddle stitched for convenience in filing, does mean that forthwith catalogues will be issued in this size. The purchasing agents have merely recommended that all catalogues directed especially to them be put out in the suggested size.

By no means do all catalogues that are issued go to purchasing agents. The association has a membership of about 3,000. It is made up entirely of purchasing agents and assistant purchasing agents. Buyers for retail stores cannot belong to the organiza-tion, Membership is confined almost altogether to the men who do the buying for manufacturers. Retailers, consumers and others for whom the vast majority of catalogues are issued are not rep--resented in this association. We may, therefore, assume that the declaration of this one body in favor of a certain size catalogue will not cause any stampede to-

ward the elimination of other sizes.

On the other hand, it should be understood that while the purchasing agents have been aggressive promoters of the standardized catalogue movement, they are not the only group that have been pushing the idea. The history of the movement was well presented in a report, issued to record the work of the National Catalogue Conference. It said:

"During the past fifteen or twenty years, several associations in various lines of business have made more or less intermittent efforts toward reducing the unnecessarily large variation in the page sizes of catalogues.

In the main, these efforts have been made independently of each other, and the sizes recommended have been based on very different considerations, such as the sizes of letter files, the sizes of trade papers in a particular field, the geometrical proportion of the so-called 'hypothenuse oblong,' the sheet sizes in which printing papers are made, etc. As a result, there has naturally been a considerable variation in the sizes recommended.

The American Institute of Architects and some of the state societies of architects, recommended 101/2x13 several years ago. This was later reduced to 9x12 and after extended investigations, the American Institute further reduced the size to 81/2x11, which is their present standard, although they also recommend a secondary siz of 33/4x81/2.

"The American Society of Mechanical Engineers recommended 6x9 and 81/2x11.

"The Technical Publicity Association after an eighteen months' investigation, recommended 6x9 and 81/2x11.

"And so on.

"A couple of years ago, the Association of Purchasing Agents ue

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\$122,500,000— Baltimore's Industrial Payroll

The latest available figures show the number of industrial plants in Baltimore to be 2,700, with a yearly output valued at \$640,000,000. The salaries and wages paid to the employes of these 2,700 plants every year amount to over \$122,500,000.

Even the wage-earner of Baltimore can afford nearly anything he desires. He has more money to spend today than ever before in history and he is spending it.

Clearings of Baltimore banks for the year 1919 were \$4,343,466,570, a gain of \$987,864,826 over the year 1918.

With so much money in circulation, any worthy product finds a ready and responsive market in Baltimore.

This exceptional market can be covered thoroughly, effectively, economically, by the use of The Sunpapers because—

Everything In Baltimore Revolves Around THE SUN

Morning

Evening

Sunday

JOHN B. WOODWARD Times Bldg., New York GUY. S. OSBORN Tribune Bldg., Chicago recommended that all catalogues be standardized to one size, 8½x11. But their committee reported later that they had met so much opposition to this size that they decided to reconsider the matter, and in the spring of 1918, they sent out circular letters to several hundred trade associations, trade publications, and others, suggesting a catalogue conference to consider the subject broadly and make a recommendation."

Readers of PRINTERS' INK will recall that this Conference was held in Chicago in May, 1918. In it a large number of interests were represented. Among them were:

National Paper Trades' Association; American Society of Mechanical Engineers; American Society of Heating and Ventilating Engineers; Electrical Manufacturers' Council; Paper Makers' Advertising Club; Council of Advertising Managers, Associated Metal Lath Manufacturers; National Association of Stove Manufacturers; National Gas Engine Association; Employing Printers' Association of New York; Empire State Paper Association; United Typothetæ of America; Writing, Cover and Tissue Paper Manufacturers' Association; Master Printers' Association of New York, and others.

This conference voted down as impracticable the standardization of all catalogues to any one size, and passed a resolution recommending three page sizes-6 by 9, 71/2 by 105/8 and 8 by 11. purchasing agents were inclined to dissent from this conclusion. W. L. Chandler, of the Dodge Sales and Engineering Company, Chairman of the Conference, and also Chairman of the Standardization Committee of the National Association of Purchasing Agents, expressed this dissent when he said at the close of the meeting that he felt that his association would be inclined to favor only one of the three sizes recommended by the Conference.

So that is the way the catalogue standardization movement stands

at present. The Purchasing Agents want one size. A large number of other associations and individual concerns favor three sizes, while many other catalogue users feel that even the three sizes mentioned do not give them enough latitude to catalogue their product in the way that they would like to have it presented.

In the meantime, of course, aside from the organized standardized catalogue movement, the general sentiment in favor of using fewer catalogue sizes is making steady headway. We believe it was the Technical Publicity Association that found a few years ago 147 different sizes by measuring 927 catalogues. Such a profusion of sizes is obviously not in the interest of economy or of efficiency. The present unmistakable tendency is gradually to eliminate these odd sizes and to approach nearer and nearer to the ideal of a few standardized sizes. [Ed. PRINT-ERS' INK.

H. D. Kerr Joins Nichols-Moore Agency

Horace D. Kerr, formerly with The Atlas Portland Cement Company, New York, as engineer in charge of the western technical department and the western service department, has joined the staff of The Nichols-Moore Company, advertising agency, Cleveland.

Sal-Vet Account With Randall Agency

The Sal-Vet Company, Cleveland, haplaced its advertising account with the Chicago office of The Fred M. Randall Company. Plans have been made advertise the company's preparations fullive stock and poultry.

Laurence Mabie Joins Decorative Designers

Laurence Mabie, recently art director of Sheridan, Shawhan & Sheridan, advertising agency, New York, is now with the Decorative Designers, New York.

"Corning, Inc.," New Name of Agency

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The Corning-Firestone Advertising Agency, Inc., of St. Paul, has been reincorporated and will be known hereafter as Corning, Inc. 1920 sing

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-when the miners struck

the coal shortage took us back to war-time regulations.

Wherever the situation demanded (and only there) cities observed "lightless nights"; mercantile and public buildings curtailed the use of artificial light and heat. The conservation of bituminous coal was general.

The medium which carried these emergency messages at a moment's notice to the public was the daily newspaper.

What a definite and specific demonstration of newspaper adaptability and force!

Can you name another medium which could duplicate such service?

Is it not perfectly obvious that an advertiser who avails himself of this most powerful of mediums, will feel the greatest possible stimulus in sales? Conversely—not until he uses newspapers, can he reach his peak.

Invest in Newspaper Advertising

E. Katz Special Advertising Agency

Established 188

Publishers' Representatives

Chicago Kansas City

New York

Atlanta San Francisco better paper

00000

better printing

S. D. WARREN COMPANY

BOSTON, MASS.

9

WEITHIS GTANDARD

Printing Papers

4000



What have a Cat's Footprints to do with My Catalog?

"THAT'S it all about?"
you ask when we show you that wet footprints of a cat are more distinct on smooth linoleum than on a deep-napped rug.

Compare the cat's paw to a printing plate, the moisture to ink, and the floor to printing paper, and you will recognize that the paper you use determines in a large measure the kind of printing you get.

For, even the impressions of cats' feet, while they "print" faithful outlines on smooth surfaces, become only shapeless tracks on a soft, porous rug.

Any subject printed on paper prints better on better paper.

S. D. WARREN COMPANY Boston, Mass. Not all the Warren Standards are so smooth and white as Warren's Lustro. Not all are so dull and ivory-like in their beauty as Warren's Cameo, nor so well suited for simple type announcements as Warren's Olde Style, but every Warren Standard Paper was developed for one special field of book paper printing.

Catalog printers have copies of Warren's Paper Buyer's Guide, which shows what fine presswork can do on a standardized paper. This book and the volumes of the Warren Service Library are also to be seen in the offices of any paper merchant who sells the Warren Standards.

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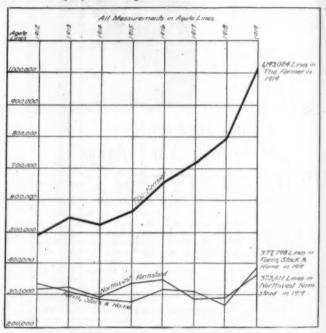
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A Graphic Story of Leadership

The chart below shows the comparative volume of advertising carried by Minnesota farm papers during the eight-year period through which accurate records have been kept by the Advertising Record Company of Chicago.



No more conclusive evidence of established and maintained leadership could be offered.



A Journal of Agriculture WEBB PUBLISHING COMPANY, Publishers, ST. PAUL, MINN.

Western Representatives: STANDARD FARM PAPERS, Inc.,

> 1341 Conway Building, Chicago, IN.



Eastern Representatives:
WALLACE C. RICHARDSON,
Inc.,

381 Fourth Avenue, New York City.

MEMBERS AUDIT BUREAU OF CIRCULATIONS

The "Jumping" Sickness among Employees

The Cure Often Lies in Your Ability to Dignify the Man's Work and Point Out Its Eventual Possibilities

By A. H. Dute

'HE other evening, in the Pullman from Chicago to New York, I was glancing idly over the advertising pages of a monthly periodical. The particular page at which I happened to be looking at the moment was a stirring appeal to a young man to get out of his present job and into something bigger and better.

My shipping clerk must have been reading something of that nature," a man across the aisle re-

marked.

"How do you mean?" I ques-

tioned him.

"He came in to me a couple of weeks ago and told me he felt he was suited to a bigger job and that he wanted to get out on the road. 'Let's see, what are you getting now, Miller?' I asked him. "Two hundred and fifty a

month,' he told me.

"'Just what is wrong with the

"'Nothing at all,' he replied. 'It isn't a matter of being dissatisfied with the job as a job or with the money. But I think I am entitled to a bigger chance and a wider

field of opportunity.

"And then we sat down and had a good heart-to-heart talk. I tried to make him realize that a job got dignity out of the man; that no man could continue to get dignity out of a job—that it was the man and not the job or the title that counted. I tried to make him realize that a shipping clerk has just as much a chance to be a real factor in this business as the star salesman or the production manager or the credit man or the president. And anybody who has a factory making a general food product line of some hundred numbers will realize what a shipping clerk who puts through 150 to 200 orders a day can accomplish if he is so inclined. I felt that I had taught him to see the bigness of his job and sent him away satisfied, but last night he came in to tell me he was leaving on the first of the month to get a good position as salesman.

"Now, I am not trying to stand in any man's way if he can better himself, but the big question is whether or not he is doing any better changing from shipping clerk to salesman. As a shipping clerk, he is a real success. He is worth every bit I pay him and I am willing to pay him more. But, as he says himself, it is not a matter of money. He is satisfied with his pay. In fact, he is starting out for less money as a salesman. But he has convinced himself that as a salesman he will be on a higher plane of work than as a shipping clerk. Perhaps I am in error, but I cannot help but feel that here is a case of a man exercising poor judgment in changing from work in which he is a real success to another kind of work in which his success at best is problematical."

MEN IN EXECUTIVE POSITIONS DEVEL-OP:NG THE "JUMPS"

This manufacturer's story is only of interest because of the fact that it is commonplace. If it were an unusual instance, then there would be nothing about it of more than passing moment. But as an example of what is going on constantly in all parts of the country, it brings up a real problem which men in all lines of business must face.

The problem which is of such moment is this: Is there a way now existing or is there a method which can be developed whereby men can be taught to see the possibilities in their job and can be interested in trying to expand heir particular work, or is there to be a constant stream of men going through the same job?

In other words, can there be developed a method whereby it is possible to make a good book-keeper see the advantage of becoming a better bookkeeper and from there on to become a credit man or an assistant secretary and later on secretary of the company? Or is there nothing for a bookkeeper to do but change from accounts to millinery or salesman-

ship or farming?

And can a shipping clerk be made to realize the possibilities of the business of being a shipping clerk who can truly call himself a traffic manager? And can a salesman be shown the business advantage of sitting tight in his territory and developing it to the maximum and make it produce a splendid income as well as sales which will be a credit to himself and his company? Or must we constantly develop new salesmen while the experienced men quit the road to become owners of re-

tail stores with ambitions to own a chain of them?

Is there a way of keeping ambition in well-defined, constructive lines, or must there be a constant shifting from one line of work to another? I believe it is not sound in principle, neither is it economically sound, for a man who has put in ten years as an advertising subordinate to swing over into the financial end of a business, we will Neither is it economically sound for a man who has spent ten years of his life learning the ins and outs of the traffic end of the business to stop just when he is in position to become a real authority on getting orders out of the factory and into the hands of the dealer, and start in as a beginner on the road selling crackers to the retail trade.

And yet that, in a nut-shell, seems to be the big problem which is confronting so many employers.

Now, then, what is the answer? If it is economically unsound for a man who has spent ten years learning how to sell, to throw away that early training and start over again in retailing; or for a shipping clerk to swing over from

the traffic end of the business to the selling end, then it is equally unsound financially for the management of a business to lose men in this way.

OPENING THE DOORS INTO THE FU-

We have tried here to reconcile the interests of both the employer and the employee to the end that in working out a solution (if that is possible) we may arrive at one which will be permanent because it is basically right and fair to all concerned. by this time a pretty well-established business axiom that relations between employer and employee must be mutually profitable in order to endure. Any deal between employer and employee which may be consummated and which later on will leave one side or the other with a feeling that it has been "stuck" is unsound economically and will not endure.

There is, then, the premise that a system of retarding progress by keeping a shipping clerk, for instance, out of the opportunity of learning to be a salesman, would be poor business because it would be unfair to the shipping clerk. The shipping clerk must be made to see a chance for advancement, otherwise he will become discouraged or fall into a rut, which, again, is financially unprofitable to

the management.

The profitable employee, no matter whether he is in a major or minor position, is the employee who not only sees the fullest possibilities ahead of him, but who can realize the bigness of the job in which he is engaged and can see the value of working through that job into a better one, or, preferably, a bigger one.

When an employer of men can so organize things that he can make the job of shipping clerk a glorified one, with the shipping clerk's imagination developed to the highest degree along the lines of realizing the possibilities of a shipping clerk in a business—that, it seems evident, is the real solution of this problem.

But it is, nevertheless, a fact, that in the great majority of cases

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To his fellow American Citizens of this great Republic by, for and of the People, this note of warning is sounded.

IS AMERICA WORTH SAVING?

By NICHOLAS MURRAY BUTLER

Made in UNIVERSAL INDUSTRIAL film form.

Selling an idea and an ideal to the great American Public and those of the Foreign born who will make worthwhile Citizens of our Republic.

THE LAST WORD IN AMERICANIZATION WORK

Some of the things it vividly and graphically portrays in the Universal language of the eye. . . .

The Glory of Greece

The Ruins of Rome

The Ascendency of America

Our Natural Resources

Our Wonderful Homes

Our Marvelous Industries

Our Enduring Ideals

WE WILL LOAN YOU THIS FILM FOR AS MANY NIGHTS AS YOU CAN USE IT

See it! Show it to your fellow associates. Show it to the men in the plant. And at the same time see how even such a big subject as Americanization is put over by the medium of Universal Industrial Motion Pictures.

Make your request at once so we can arrange for efficient distribution.



Studios and Laboratories
UNIVERSAL CITY, CAL.; FORT LEE, N. J.
Offices: 1600 BROADWAY, NEW YORK

the employer does not realize the importance of doing this sort of work. As a matter of fact, the really successful employer is the man who can multiply his own enthusiasm and generate it in the minds of a hundred, or a thousand, or ten thousand employees. He must first of all appreciate the bigness of the job as a whole and then, if he can make each subordinate feel the bigness of his part in the job he will be on the road to a big success. And that is, in the essence, what you might call intensive organization.

Over at the other extreme, there is the rather interesting story of a western manufacturer, with an assistant who had really made an excellent showing for several years. This understudy was of a hopeful, enthusiastic, aggressive nature. He did big things for the business with which he was connected. But about every so often he became thrilled with the possibilities of taking himself into another field. Whether he was correct in permitting himself to think that way is not the point The fact is that he did. And while he had no cause for complaint, either as to salary, or prospects, or treatment, he nevertheless seemed inclined at intervals to bring up the matter with his employer.

Now, this employer was a hardheaded, conservative business man, more analytical than humanitarian, and whenever his assistant brought up the subject, it ended in the employer becoming provoked and breaking up the discourse. In consequence, it was only a matter of time before the assistant got an opportunity to go to a larger field, and away he went.

This is not to try to prove that the latter did better by leaving his old position and going into a new field or that he should have remained with his former connection. The point is that the employer really did lose a valuable assistant, one who was worth every bit of money that was paid him.

This particular employer looks at it this way: "The young chap

had a lot of good qualities, but he was restless and couldn't see his real opportunity. I hated to lose him, but there was nothing that I could do."

On the other hand, the employee in the case realizes that the great difference lay not in opportunities but in the fact that he could not get onto sympathetic common ground with his employer. employer was not able to fire his imagination and keep him enthusiastic over his job. And, as a consequence, the employer, through failure to keep his man sold to the job, lost a most valuable man, Maybe in this case the employee was at fault. Maybe it was the employer. But in any case, it was the employer who lost. The employee made a good connection elsewhere and took his experience and inherent ability with him. The man who permitted him to get away was the loser.

PROMISE AND FERFORMANCE OF EM-PLOYERS MUST AGREE

A most successful manager of salesmen, who has achieved a considerable reputation as a developer of young material, works on the other tack. He makes it his business to sell the job to the mannot when the man is first going on it, but all the time. He feels that his success depends upon the success of each individual man and that the individual's success depends upon keeping him interested and forward looking.

ested and forward looking.
"If I can make a salesman realize just what possibilities there are in his territory," he said, "and make him feel that just going a little farther will enable him to get a larger volume of business off that territory and make more money for himself and for the house, I am not only going to hold him on that territory, but I am going to get him to do what might be regarded as the impossible so far as making the right showing in that territory is concerned. And I will keep the man not only satisfied, but absolutely delighted with his progress, and yet all the time looking ahead to do something which seemingly can't be done in his territory. I

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Your ticket of admission to the Market Place for Construction Material Equipment

Net Advertising Rates in ENGINEERING NEWS-RECORD

THE authority in the field of civil engineering and construction

MARCH 1, 1920

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Advertisements of any other size cannot be accepted and all advertisements dividing the page in two directions must have our standard border. Line cuts must not contain over 1 inch solid black.

Engineering News-Record is published weekly on Thursday. Copy and cuts should be sent three weeks in advance of publication date if proof is desired. Half-tone screen 120.

Cuts, designs, special borders, etc., charged at cost. Above rates are net-No commission or discounts.

McGRAW-HILL COMPANY, Inc.

Tenth Ave. at 36th Street, New York Member Audit Bureau of Circulations

the advertising rate card for Engineering News-Record



The Oldest Sales Languageand the Best

Advertising—the marketplace of the printed page—never can reproduct the direct personal appeal of the display—the heaped-up odorous fruits, the soft, flowing velvet, the heavy, polished brasses—which the wise merchant employs both in primitive and sophisticated lands to carry his sales message soonest to its ultimate destination.

The Hardware Store and its Window Display, deftly interweaving the appeal of the good Tool, the serviceable Automobile Accessory, the latest improved Domestic Appliance, the ingenious, educative Toy, the cheeful Paint Color Card, makes a public marketplace of untiring interest to men, women and children throughout the community.

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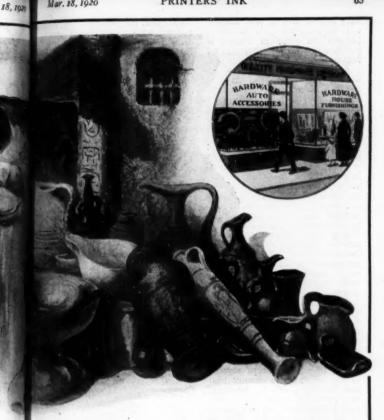
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Before the Dealer makes up his display, he makes up his mind about what commodities will best repay window and counter prominence.

For sixty-five years it has been the mission of Hardware Age to help Hardware Dealers in all parts of America to make up their minds wisely and profitably.

To speed the sales efforts of your present distributors—to bring your product most favorably to the notice of other dealers—thoroughly impress them with its special merits through the pages of Hardware Age.

HARDWARE AGE

239 West 39th Street New York City

Charter Member of Audit Bureau of Circulations Charter Member of Associated Business Papers, Inc.

have known men to stay indefinitely in so-called 'poor' territory, because the game of making it produce unheard-of quantities of business thrilled them."

A contemporary novelist spoke of the present as the "restless age." Without doubt, it is an energetic, progressive, fighting and aggressive age. The feeling of ability to accomplish is a dominant feeling. It is permeating business and it is only natural that it should permeate the men who

make up business.

Uncultivated, this spirit of restlessness is as unsound for the employee as for the employer. On
the other hand, this spirit of restless energy, developed into welldefined channels, cannot help but
be productive of splendid results.
The problem is how the employer
can take his man and so develop
the ambition to progress that the
movement may be constructive instead of wasteful—profitable to
both the employer and the em-

ployee. Again, the psychology of salesmanship seems to provide a solution to this problem as it has to many others. Naturally, the job off at a distance or another kind of work appears very inviting indeed. An employer may say: "Why should I concern myself? If a man wants to commit business suicide, that's his business." But that is no longer so. A carefully trained man, who is a specialist at his job and who does his work satisfactorily, is a real business asset both to his own family and to the man to whom he sells his services. On the other hand, every job has its advantages and disadvantages. It is only natural that the disadvantages should stand out like the proverbial "sore thumb" in the case of the work we are on, while the rosy features only are evident in the case of the job we want.

Merely preaching this won't solve the problem. Only by being able to take the individual employee and "sell" him the possibilities of his job and show him what can be done with it, will the right sort of man be held to the work. The man who can calmly

realize that his job is the one real future while the bright ones around him may be illusions, is the unusual man. He is the exception and we are engaged in keeping in line the great majority. The average bright, forward-looking man of to-day is not wanting in opportunities and the opportunity with another house always looks better to the average man than the opportunity right at home.

While there is plenty to do in a problem of this kind for the employees' magazine, still it does seem reasonable to assume that the best solution lies in the personal interest of each superior executive for the men immediately under him. And the medical quotation that prevention is even more desirable than a cure applied just as well in the "jumping sickness" as it does in the case of typhoid fever.

New Accounts of the Frailey Agency

The American Fork & Hoe Company, Geneva, Ohio, now marketing "The American Gardener," has appointed The Frailey Advertising Company, Youngstown, Ohio, as its advertising

Youngstown, Onto, as its advertiser agency.

The Frailey agency is also executing campaigns for the following new accounts: Superior - Tractor Company, Cleveland; the Renner Company, Youngstown, manufacturer of "Reno"

—"Better Than Beer" and the Hood Electric Company, Youngstown, electrical appliances.

Dake Agency Divided

Edmond D. Dake, president of the organization, has disposed of his interest in the San Francisco office of The Dake Advertising Agency, Inc., and will be associated in the Los Angels office with F. W. Johanet, who has been manager there for some years. The Los Angeles office hereafter will he known as the Dake Johanet Advertising Agency.

F. A. Eboli, Peck Agency, Art Director

Frank A. Eboli, formerly with the Robert Gair Company studios, Brooklyn, and who, at one time, conducted a commercial art studio at New York, has been made art director of the Peck Advertising Agency, New York. Mr. Eboli has been with the Peck agency during the last year. ones
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It's the Writer that makes the Fiction and-It's the Fiction that makes the Reader

Who writes ALL-FICTION

THE All-Fiction Field offers to alert advertisers a combination of readers and writers that is unobtainable by any other enterprise in modern magazine making.

On the opposite page are listed those writers for the All-Fiction Field who have made this the "Golden Age of Fiction."

The All-Fiction Field presents the strongestand freshest work of these contributors to an audience of 1,500,000 American men and women.

It is only natural that writers of such standing should attract a following of unusual discrimination.

Judge the quality of this circulation by the quality of those who have won and held 1,500,000 readers by sheer charm of writing.

ALL-FICTION FIELD

Best Fiction Writers write ALL-FICTION

A partial list of writers who have developed the 1,500,000 H. P. (Human Power) in The All-Fiction Field:

Gouverneur Morris G. K. Chesterton George Randolph Chester Irvin Cobb Arthur B. Reeve Will Levington Comfort Ben Ames Williams Sinclair Lewis Henry Milner Rideout Louis Tracy Henry C. Rowland Jack Lait C. N. Williamson Bruce Barton Arthur Somers Roche Achmed Abdullah John Fleming Wilson Octavus Roy Cohen Charles Alden Seltzer H. Bedford Iones Chas. Neville Buck H. C. Witwer William Slavens McNutt Holman Day Talbot Mundy Ellis Parker Butler Carolyn Wells Horace Annesley Vachell Egerton Castle Isabel Ostrander E. K. Means

Hugh S. Fullerton Frank L. Packard James Francis Dwyer Vingie E. Roe George Bronson-Howard Baroness Orczy Donn Byrne William Dudley Pelley Roy Norton Henry Payson Dowst Max Brand Fred. Arnold Kummer Mary Imlay Taylor B. M. Bower Randall Parrish Nalbro Bartley James Hendryx E. J. Rath Kenneth Harris Perley Poore Sheehan Hulbert Footner George Allen England Natalie Sumner Lincoln Albert Payson Terhune Henry Leverage Mary Heaton Vorse John Buchan Dane Coolidge Raymond S. Spears Wm. Hamilton Osborne Anne O'Hagan

Names that you will find in the table of contents of all good magazines - names that are representative of the world's best fiction writers.

ALL-FICTION FIELD



COMPRISING

Adventure Short Stories
Ainslee's Smith's
All-Story The Argosy
Detective Story The Popular
People's Top-Notch

PUBLISHED BY

Doubleday, Page & Co. The Ridgway Company
The Frank A. Munsey Company
Street & Smith Corporation
MEMBERS A B C

MEMBERS A B C

The Keynote—
"The best fiction
by the best writers—"

gives

The All-Fiction Field a backbone of 1,500,000 substantial readers.

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National Advertising Campaign for Trust Companies

Public to Be Educated Upon Their Functions by Plan Which Will Have Various Promotional Phases

A DEVELOPMENT in bank advertising that has been mg advocated is about to bear irst. Those trust companies which are members of the Trust Company Section of the Amerian Bankers' Association are to beck an advertising campaign of sufficient scope. It will start at an early date and will extend for at least a year and perhaps longer. Full-page, illustrated copy will appear in high-class periodicals. The purpose of the campaign is wo-fold:

First, to "sell" the fiduciary

dea to the public.

Second, to stimulate advertising y trust companies everywhere.

The growth of the trust comany during the last few years has been one of the marvels of American financial history, indicating that it has met a vital trust company idea, it is felt, has not yet come into its own. The reason has its source in a generally prevailing ignorance in the public mind of what the trust company is for and what it can do.

Since the trust company is not bound down by the rules that govern the old-fashioned bank, it has permitted itself many liberies not possible to dignified conservatism, and in most cities it has been an advertiser since its carliest days. Its advertising has proved highly profitable in many cases, but the benefit, of course, was bound to be chiefly local.

That advertising is now to be gathered up, so to speak, coordinated, shaped, guided, and placed on a broad foundation that will avoid duplication of effort and will so spread its benefits as to increase the business of trust companies wherever found. a prospectus issued by the Committee on Publicity of the Trust Company Section puts it:

"Interviews with a number of presidents, vice-presidents and advertising managers of trust companies in various cities have developed the fact that the functions of a trust company are little understood by the majority of people. Many persons possessing large estates and fortunes are not informed about trust matters. This indicates that there is a vast amount of business to be developed for trust companies and a great deal of educational work is necessary to secure it.

"The principal difficulty which faces any trust company is public ignorance. Before you can offer any man a reason for dealing with your own trust company, you must first convince him that he should deal with any trust company-that he should make a

will or create a trust."

The foundation stone of the campaign is therefore to be educational. Facts and data about the functions and services of trust companies will be presented as they are relat, to voluntary or living trust involuntary trusts or those u. c will or court appointment, or other departments of service.

TO PROMOTE TRUST COMPANIES' BUSINESS

The campaign will also be promotional as well as educational. That is, it will be designed to get business for its subscribers. Each member will be shown how to tie up his local advertising with the national so as to derive the fullest benefit from it. Sub-scribers will be kept informed about copy, mediums, space and schedules, and will be supplied with suggestions for printed pro-motional matter and letters besides copy for advertisements that may be used either separately or

The copy for all advertising

matter will be prepared by experienced banking and trust company men and will be passed upon by the Committee on Publicity, each member of which is at the head of the advertising or publicity department of a nationally known institution.

It is not the intention of the Trust Company Section to take the place of advertising agencies that have been, or may be, regularly employed, but to supply a general theme which may be followed in the advertising done by individual companies.

The campaign will be financed by subscriptions based upon the combined capital, surplus and undivided profits of each member. The percentage will be only a fraction of 1 per cent. The individual cost will therefore be very reasonable.

Government Employees Advertise to Public

THE Chicago Local of the National Federation of Post Office Clerks is conducting an advertising campaign in Chicago newspapers with the object of creating public sentiment in behalf of a wage increase. Business men are urged to appeal to their Congressmen without delay in an effort to secure more pay for the post office people. The advertising says that in doing this the business men will simply be working for their own interests.

The advertising comes right out in plain terms and gives some particulars about the way in which mail service in Chicago is crippled. As the reasons for this it ascribes the low wages, inadequate force of skilled employees, excessive night work, disregard for the eight-hour law, unsanitary working premises and congestion. It is declared that many skilled employees have left the service because outside employment requiring less skill is more remunerative and more attractive.

According to the figures shown in the advertising, the cost of liv-

ing has increased 104 per ensince 1913, and the maximum portion of the post office clerks during that time has been increased in 37½ per cent. The public is asked to do its share in bringing about a new deal for the post officeres, thus improving the present intolerable conditions in maservice.

The post office clerks have taken a psychological time in which to present their needs. The remetrike of express handlers in the city has increased the congestion in the post office. Many maintenance order firms and other business concerns are now sending by pacel post thousands of articles the formerly were sent by express. The result is that a most undesirable situation has developed.

Farm Papers Short Course for Agencies

New York advertising agencies whave an opportunity next week to make a special study of agricultural actising. The Agricultural Publisher Agricultural Publisher Agricultural Advertising Short Course's the evenings of March 24, 25 and 8 which is intended for agencies where wentings of March 24, 25 and 8 which is intended for agencies where the working forces desiring special is formation relating to the farm marke and farm-paper advertising. Each suring will begin with a dinner, to k served at six o'clock, and each evening will be devoted to the specific phase of the subject under consideration.

The association seem out a question.

The association sent out a questionaire to agencies last month to dermine whether or not a series of metings of this character would be suported. It is as a result of the answer received that the "Short Course" as determined upon.

determined upon.

In answer to the question, "What in your opinion, is the most vital plans of the subject proposed for discussion," some of the replies received expression a desire for information about the susket for varnish, heating devices, tirs, gasoline and lubricating oil, moter trucks; method of getting the good before the farmer in different section; channels of farm trade; making it easier for the farmer to get the good advertised, etc.

Bostwick Is Sprague Advertising Manager

O. M. Bostwick, who has been sistant advertising manager of the Sprague Electric Works, New Yorkhas been appointed advertising manager of the advertising division of the company. He succeeds the late H. M. Davis.

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The Chemistry of Advertising...

E give your product an honest analysis -uncolored by hope-unflavored by ambition. We find the one selling argument which overtops all the rest. And then we present this Dominant Idea graphically to dealer and consumer.

Without obligation to you, an executive of this organization will glad-ly call to give you detailed information regarding Dominating Idea Advertising.



MUUNKIN ADVERTISING COMPANY CHICAGO ·

ES.WABASH AVE.

NEW YORK ·

CLEVELAND

R. H. Donnelley Made President of Associated Advertising Clubs

REUBEN H. DONNELLEY has been elected president of the Associated Advertising Clubs of the World by the executive committee of that organization. Made vice-president of the association at its last annual convention, Mr. Donnelley now succeeds Edwin T. Meredith, who found that his work as Secretary of Agriculture made it impossible for him to continue as president until the expiration of his term.

The new president of the Associated Clubs is president of The Reuben H. Donnelley Corporation, publisher of "The Red Book," classified telephone directory, Chicago, and is vice-president of the R. R. Donnelley & Sons Co., The Lakeside Press, Chicago.

Mr. Donnelley has been actively identified with the work of the Associated Clubs during the last eight years. He has served as a member of many and various committees. As treasurer of the 1915 Chicago Convention Committee for the Advertising Association of Chicago, he helped to raise more than sufficient funds to defray the expenses of the convention—the amount being in the neighborhood of \$30,000.

His especial interest in the activities of the Associated Clubs has been made manifest in his work for the Vigilance Committee. He has been for sometime a strong supporter of the national work, and the work in Chicago of that committee. He was one of the founders of the Better Business Bureau of Chicago. He is now helping in the work of raising \$25,000 in Chicago for the Vigilance Committee.

Bert F. Carmichael, who has been associated with the Bradley Studio, and who, during the last nine years, has been with Edward B. Edwards, has acquired an active interest in the Artcraft Studios, New York. Mr. Carmichael has been made treasurer, and is in charge of designs and lettering for the Artcraft Studios.

Heads McCann's Research Department

C. A. Hoppock has been appoint manager of the research department of the H. K. McCann Company, New York. This department embraces maket survey work and the study ad analysis of advertising media an edia conditions. For several sen Mr. Hoppock has been commercial egineer of the Chesapeake & Pottome Telephone Company, Baltimore, when he has supervised the work of tentorial development and rate studies.

New Agency Formed at Detroit

The Campbell, Blood & Trump Meritising Agency has been established a Detroit by Harvey Campbell, formen president of the Apel-Campbell Campany, Detroit, president; Walke Blood, formerly secretary of the Brotherton-Knoble Company, adverting agency, Detroit, vice-president, and Hal Trump, formerly with the Cambell-Ewald Company, advertising agency, Detroit, secretary-treasurer.

F. H. Johnson Represents McGraw-Hill Publication

Franklin H. Johnson has been spointed central representative, win headquarters at Cleveland, of Chemica and Metalluspical Engineering, Natork. Mr. Johnson will represent in publication's interests from Buffalo and Pittsburgh as far west as the Obs. Indiana line, and also in most of the South.

Michigan Ad Men Will Form Organization

March 18 has been set as the dat for a convention of Michigan advertising men, when a State organization will be formed at Kalamazoo. Whe the State organization is completed attempt will be made to form local siclus in all big cities of the state, copperation being the aim.

Advertising Manager of Sacramento "Union"

Following the promotion of S. M. Miles to the position of business manager of the Sacramento Union, J. M. Clelland has been appointed to success him as advertising manager. Mr. Clelland was formerly on the advertising staffs of several Northwestern new papers.

Albro C. Gaylor has been promoted to general business manager of The Field Illustrated. He is also business manager of El Campo Internacional Publishers, Inc., an organizational Publishers, Inc., an organization the same directors and officers.

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The Point About Washington, D. C.

Is This-

Aside from its local importance, it looms up as the big international city—and as such its approval is a big asset for any nationally distributed product.

The eyes of the country are on Washington—and its approximately half a million residents are so nearly completely reached by the Washington Star that one paper is sufficient to carry your message. If you want to enter Washington, The Star is the key to the situation.

Let our Statistical Department send you a digest of conditions here as they affect your specific product.

The Evening Star.

WASHINGTON, D. C.

Write us direct or through our

New York Office Dan A. Carroll Tribune Building Chicago Office J. E. Lutz First Nat. Bank Building

Mar. 18,

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Pe

Hearst's Magazine

108 Want 407" Street, New York

E R GROWT MANAGER

My dear Sir -

The new April Hearst's sells at 35¢.

This is no sudden jump to catch up with rising costs, but a part of a carefully worked out plan to make Hearst's the acknowledged leader among magazines.

For two years we have been building towards this higher price, and, if any magazine is worth 25_c, Hearst's -- with kipling, Bennett, Shaw, Ibanes, Maeterlinck, Hall Caine -- is certainly worth at least 35_c.

Won't you get a copy and check it up for yourself?

Incidentally, the new 35-cent Hearst's is interesting as marking another epoch in magazine history.

Publishing costs, as you know, have advanced 100%; advertising rates only 20%.

Now, to stay in business, every publisher must either -

Cheapen his product, or

Increase his price either to reader or advertiser.

Hearst's, of course, has not only not reduced its editorial quality but is improving it every issue; for our judgment tells us that the reader should pay a fair price for his magasine, and our experience that he will pay it -- when the magazine is good enough!

This, in fact, is the principle that led us two years ago to discontinue all return privileges to the newsstand trade and to restrict subscription sales to the full published price.

And this principle then, as now, was based upon the belief that advertisers will be unwilling to continue indefinitely to subsidize, through higher and higher advertising rates, the very circulations they themselves have just made possible.

In other words, we believe that all publishers must soomer or later follow Hearst's example and make the public buy their magazines at prices which cover production costs, rather than continue -

to charge the advertiser the differential between what the magazine costs to publish and what the public is willing to pay for it.

That Hearst's sort of circulation -- cash down by the man who gets the magazine -- is far more valuable than ordinary circulation -- subsidized very largely by the advertiser -- will, probably, be conceded by everyone.

For example, what would you say half a million people, who walk up to the newsatands regularly each month and pay 36f for Hearst's, are worth -- in comparison with the old-fashioned, miscellaneous, advertiser-subsidized direculation?

I honestly think we have found the real solution to a problem all publishers and all advertisers must solve one way or another. I sould be tremendously interested it knowing very frankly how far you agree.

Thanking you in anticipation of any answer you care to make, I am

Very simerely,

F R. Grown

ERC-MM

Mar. 18, 1920

8, 1920

March 18, 1920.

Columbia and the News-Times



Another of the numerous national advertisers who are using the News-Times exclusively in the South Bend field, is Columbia. These national advertisers know circulations - let us show you.

Let us send you News-Times, Jr.

South Bend News-Times

Morning

J. M. STEPHENSON, Publisher

Foreign Representatives

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CONE, LORENZEN & WOODMAN Chicago New York Detroit Atlanta Kansas City

The Winchester Plan—A New Step in Standardization

New Products, All for Personal Use, to Be Merchandised Through a Controlled Chain of Stores Whose Policy Will Be Increased Turn-over and Reduction in Items

By C. P. Russell

HE Winchester expansion plan the Winchester decision were not has caused the biggest stir in the merchandising world of any development of this kind in recent years. An outline of that plan has already been given in PRINTERS' INK (January 8, 1920). It has been shown how, since the beginning of the war, the business of the Winchester Repeating Arms Company has grown, until it now employs 12,000 persons, where it formerly employed 6,000. Its plant now covers an area of eighty-one acres.

At the end of the war the Winchester company was faced with two alternatives; one was to drop back to the status of 1914-which was virtually impossible; the other was to find new products for increased facilities. The latter was the course decided upon. The next step was to decide what those new products should be.

From the day when Oliver Winchester first produced his famous fire-arm the Winchester mous hre-arm the whitehester rifle has been an article of personal use. A bond of personal affection grew up between the pioneer and his rifle because it was something that he always kept by his side and looked upon as the defender of his life, his family and property. That feelfamily, and property. That feeling is no less true of the sportsman of to-day.

The company realized that in selecting its new products it ought not to lose sight of this personal factor. It therefore de-cided to have those lines which are of daily, personal use. Naturally those lines came under the head of hardware, since the Winchester machinery is best fitted to the manufacture of hardware and since its products have always been sold in hardware stores.

The lines which finally earned

impersonal things like nails or screws, but these:

Tools; Cutlery; Skates; Fishing tackle; Flashlights.

These, then, are the five lines which are to enter the company's family of products, in addition to repeating rifles, repeating shot-guns and ammunition.

The next step was to decide what items in these five lines should be manufactured. now include items which are manufactured literally by the thousands. It was obviously impossible for the Winchester com-

tion of all of them. Hence a selective process was employed. CAREFUL MERCHANDISING ANALYSIS CAME FIRST

pany to contemplate the produc-

Representatives of the company's research department were placed in the field. They made a survey. The results were in some cases astonishing. In surveying the field of cutlery, for example, they found that more than 3,000 pocket knives are on sale. Out of these 3,000 knives, it was found that only about 180 of them were in steady, constant demand. Only 180 were "best sellers." Only 180 offered possibilities of volume.

Its researches convinced the company that concentration should be made only upon those articles that could be relied upon to sell fast and in large volume. Hence it will be the Winchester policy to standardize all lines as much as possible, to eliminate poor sellers, and to cut down the number of items to a minimum.

Having decided on its produc-

tion policies, the next step was to examine the field of distribution. For fifty years the company has marketed its goods through jobbers. These jobbers carry lines that are made by many different manufacturers, and many of them have their own brands. The jobber, therefore, obviously could not

be expected to push Winchester products more than those of any other manufacturer, and he was equally unlikely to give the Winchester goods preference over

his own.

But under a scheme of greatly increased production it was absolutely necessary that there should be a correspondingly increased scheme of distribution; the company therefore decided that it was to its interest to market its new lines direct to the dealer.

In the dealer field, the research representatives found many curious an anomalous situations. Hardware, it was found, was being sold not only in hardware stores but in drug stores, sporting goods stores, novelty stores

and department-store basements. The company did not adopt a policy of direct sales without taking certain facts into consideration. It is very proud of the prestige of the Winchester name. It naturally does not wish to jeopardize that prestige by placing its product in the hands of men who cannot be relied upon to uphold it. It therefore applied the same selective process to dealers as in the case of its products.

This procedure is in line with the tendency pointed out in an article by G. A. Nichols in the March 4 issue of PRINTERS' INK, entitled "How National Advertisers Choose Their Retail Outlet." In this article it is stated
"it is getting to be more of a cutom among manufacturers and
jobbers to use discrimination in
the selection of their customers.
Instead of throwing the gates
wide open to anybody to ente
who will, it now is deemed good
business to insist upon the retailer



NEW PRODUCTS AND A NEW POLICY

In J. E. OTTERNON

We we decided to breach or foots the monufacture of other lines of products, we were ast antided that we engle to past in some Winchnster on Cottlery—Tonlo—Shates—Plashing Tackin—Plashing States—Plashing States—Berre was a some wiseld had come unbloading.

Here was a notice wheelt had come unblaclabed through fifty those years of the site on kind of business dealings. Some hald that it could be up the presen-

of the name—that we would desirely in significance—if we applied it to more than one line of preducts. This was given as small consideration.

We wondered if it would not purhaps be better to post these now products out under

better to put three new products out under a new name, each as "Eagle," or "Victory," or searching similer. We have finally decided to call these Wintender. And to make this name unam

We will not part this name on any penduruntil no are used that the quality is carb a to extitute it. In the extended with the name And so where on article is handed you will Windstotte again it. It will carry are some ance that it is one in Windstotte and a second a second and a second a second and a second a s

When we decided to ministed a motor of level retail agreeous, it was a very great throughout the country past the name of Winchmoton their store. We discuss not to give this privilege inducriminately. We have picked out a responsible deals in early town and offered it to him. And we do not want him to take it asked to appreciate it, and tokes the responsibility that goes with

If he feels that he can make too Worchaster four stand in his community for fair, belowder, clean-cut boustons dealings, then we sand him to come into this proposition.

On an roots tise heavier enquantifitity of maintaining the provings, aguilleance, and high standing of the Winchester name in the actual manufacture of these new graducts. It is with greatest confidence in Winchester artification, in Winchester methods and Winchester manufacturing pursues, that we

In committing the Winehaster organization to the making of these new products to bear the Winehaster name, and in extending the use of that name to retail stores. I parcountly have assured a great preparability to the American people.

I feel this obligation basely. My confidence in remiving year approve in severe—knowing off that Wigolastov ha disse and top 49.

WINCHESTER REPEATING ARMS CO. ... NEW HAVEN, CONN., U.S.A.
THE ANNOUNCEMENT OF THE COMPANY'S WIDER SELLING
PLAN WHICH APPEARED IN NATIONAL MEDIUMS

having certain qualifications in prospect before he is entrusted with the line."

In other words, the company, having decided on standardization in production, resolved to apply that standardization policy to distribution.

The selection of dealers was made according to the population of the towns in which they do business. In towns which have from 50,000 people down, the ablest and best equipped hardware merchants in each are to be offered the Winchester agency. In towns containing more than 50,000 people, the company will establish and operate its own stores. The first one is ex-

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SELLING

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MS.



ARTHUR F. THURNAU

Arthur Thurnau succeeded his brother Will in my Chicago office, and succeeded him so well that he is now my Western manager. I have enjoyed his association in business as well as his friendship for over twelve years.

Land Block

Detroit Journal

The DETROIT JOURNAL was purchased by its present owners a little over three years ago, since which time I have been associated with it. Were I permitted to write of its condition at that time and of its strength to-day-of its income then and of its income to-day-this alone would prove the great progress and success which this newspaper has made in that time. There is one larger evening newspaper in Detroit than the JOURNAL, but is of an entirely different class. readers of the JOURNAL buy it because of what it stands for in its community. It is not strange, therefore, that the JOURNAL should have an influence with its readers of which few newspapers can boast.

Serial Adv. No. 4

Mar. 18.

pected to open in Providence, R. I., in April. There will be at least one Winchester-owned store in every city of 50,000 population, and as many more in the larger cities as seem to be desirable.

Each store will be a model of its kind. Its construction, ar-

rangement, merchandising methods, and accounting systems, will be the best that the Winchester system, based on experience and research has been able to devise.

Even the color scheme of the store plans will be standardized. The basic color of each front will be a uniform gray; the name of the owner will appear in red; other lettering will be in gold against blue. The purpose of the gray basic color is to form a neutral framework for the standardized window displays, which will be in bright and glowing colors.

It may thus be seen that the plan has overlooked not even the smallest detail that is related, however remotely, to the company's purpose.

It is expected that about 8,000 dealers in the various parts of the United States will accept the plan. Each of them will purchase a block of Winchester stock and agree to lend his full co-operation. For the services to be rendered him he will pay a nominal fee of from \$3 to \$8 a month, with an average charge of about \$60 a year.

Once the products and stores had been decided upon, the question arose, Shall they bear the Winchester name? The answer is best given in the words of President J. E. Otterson:

"When we decided to branch out into the manufacture of other lines of products, we were not satisfied that we ought to put the name Winchester on cutlery, tools—skates, fishing tackle—flashlights. This problem was given no small consideration.

"We finally determined to call them all Winchesters; and to make this name mean everything



ANNOUNCING THE APPOINTMENT OF

(Asset Your Name Hore)

TO REPRESENT A FAMOUS MANUFACTURER
INTRODUCING NEW PRODUCTS

has become "The WONCHINTER Statefor this community.

Our being selected for this association makes us sele-distributors in this territory for the new WINCHESTER products.

We believe you will find the new WINCHESTER Tools, Cutlery, Paking

name kevs)

Barney & Borry Skatos, have the ane meet as the famous Wirezmerra Gass and Annountion, which we adds sell. We are making a special exhibition this week, of all there are an interesting product a well find the new Come in and see them. They give to Come in and see them. They give to

Come in and see them. They give to our store a new interest for mon, women and children.

Classet Visco Name and Address Street

HOW THE STORES WILL MAKE USE OF NEWSPAPERS TO LINK UP WITH THE NEW LINES

it means on guns and ammuni-

"But we will not put this name on any product until we are sure that the quality is such as to entitle it to be stamped with the name.

"When we decided to establish local retail agencies, it was a very great question whether we were to let the name be used on these stores. We determined not to give this privilege indiscriminately.

"We have picked out a responsible dealer in each town who will appreciate the Winchester name, and take the responsibility that goes with it of making the store stand in his community for

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Pre-Sell The Architects Don't Ring Their Door Bells

You don't see half the callers at your office.

Neither can, nor does, the architect.

Which half is your salesman in—the does—or don't?

The "in" or "out"?

The "walk in"-or "too busy to see you"?

You'll agree that the best time to see a busy man is when he isn't busy.

You don't know when that is.

Neither does he-really.

Wouldn't tell you, if he did.

One of the times that you can be sure he surely isn't "too busy to see you" is when he studies his architectural magazine.

Whenever he picks up his architectural magazine, does he see your announcement—which is the same as seeing you?

He sees announcements when he won't see callers. In every field, there is always some one magazine that leads.

When looking for the one among architects, give "Architecture" a little extra probing.



ARCHITECTVRE

Published by the House of Scribner-Charles Scribner's Sons

Publishers in the Architectural Field for More Than Forty Tears New York: Fifth Are. at 48th St. Cheage: 693 South Dearborn St. Write ARCHITECTURE for our large catalogue of architectural publications

Who should be the judge of paper value?



Scientific accuracy is the basis of foir dealing in the maper industry. This instrument, used in the laboratory of the American Writing Paper Company, measures accurately the amount of light that passes through a sample of paser. The opacity and color of the paper are determined in this uses.

Printer is rendering to business is not merely the mechanical service of typesetting, proof-reading and presswork.

The Printer today is responsible to his customer for RESULTS.

Yet when it comes to the one element that constitutes almost half the cost of printing—PAPER—the average Printer must judge largely by appearance and "feel." He does not know the technical facts because manufacturers have not heretofore informed him.

If he is the kind of man who turns up a box of strawberries in order to make sure that he has not been deceived by a seductively perfect top layer, he may crumple up several sheets of paper or tear them. But in the end he must decide in accordance with his eye and his pocketbook.



The responsibility of the manufacturer

Only the manufacturer can know his product in detail—the materials that go to make it, the tests it will stand.

AMERICAN WRITING

EAGLE A PAPERS: BONDS-WRITINGS-LEDGERS-BOOK PAPERS-OFFSE

Mar. 18, 1

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The Printer or lithographer? The buyer of printing? The manufacturer? Who?

The manufacturer today must therefore supply the facts on the basis of which the Printer can judge for himself. And the Printer's customer must depend on the Printer for the specification of the paper.

It was to meet the growing demand for such facts on the part of Printers that the American Writing Paper Company early last year appropriated \$225,000 to expand its scientific laboratory.

Getting the facts for the Printer

Inspection of raw materials, standardization of processes, testing of the product at every stage of manufacture, savings in costs passed on to the consumer in better values—these are only a few of the actual accomplishments of this scientific organization, the greatest in the paper industry.

The day is near when all paper will be sold, not on the basis of a quick inspection by the buyer, but on the strength of a label or guarantee that will give all the facts that the paper user has a right to know, that will sum up all the standards that have prevailed in the making.



This operator is appraising wood-pulp for dirt. The laboratory of the American Writing Priper Company has in this way saved as much a \$800 per carload of raw material—a saving passed on to the onswarer and the trade in better values.



PAPER COMPANY

PAPERS—COVER PAPERS—PAPETERIES—TECHNICAL PAPERS—SPECIALTIES

Mar. 18.

Th

merchandise of quality and honorable, clean-cut business dealing."

Each selected dealer will therefore carry a sign—"The Winchester Store"—in two places on his store; when possible on each window to the right and left of the store entrance. The dealer's name will remain in its accustomed place. On branch stores the name "Winchester" will ap80 per cent of the buying of commodities for personal and homehold use is done by women, it is figured that their trade is distinctly worth while.

The whole family idea will be strongly emphasized in the mechandising policy. Just as the company has encouraged the father-and-son idea in the use of sporting firearms, so it will excourage the same relation in the



AN OLD WINCHESTER IDEA APPLIED TO THE NEWLY-ADDED LINES ON A DISPLAY SCREEN FOR STORES

pear in bold red lettering over the entrance.

As to the general merchandising policy of the stores, W. I. Shugg, advertising engineer of the Winchester Repeating Arms Co., made the following statement:

"Our stores will carry a complete line of hardware, sporting goods, and the other lines that a good hardware store to-day should carry. They will aim at the business in each town that should go to that store. By this I mean they will put the sale of hardware where it belongs—in hardware stores. They will stabilize the hardware trade by making better merchants of our dealers through the means that the Winchester plan has provided."

In this connection it is worthy of note that the company is laying special plans to attract women buyers to its stores. Heretofore the hardware store has not been an especial favorite with feminine shoppers, but since

use of such products as took. One of the standardized window display screens which the company will furnish to all its store as the basis for all window dressing bears a paneled picture of a father and son busy at the same domestic workbench.

In announcing its new plans, the company, has not been spaining in the use of national advertising. That advertising has two phases. The first is designed not to arouse consumer demand, but to sell the new Winchester idea to the public. It is almost solely institutional. The second phase will begin as soon as the goods have been properly distributed. Advertising aimed at the sale of products will then start.

One of the institutional advetisements has already appeared under the name of President Otterson. It is entitled "New Products and a New Policy" and based upon the original statement to dealers previously quoted.

(Continued on page 193)

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The Name-

AMERICAN EXPORTER

Carries with it the prestige and business reputation of 43 years—so essential to the successful introduction of your product abroad.

That period of 43 years has been one of continuous upward growth until today the name, AMERICAN EXPORTER, stands for even more than the name of the world's leading export medium—it implies a unique service to the advertiser.

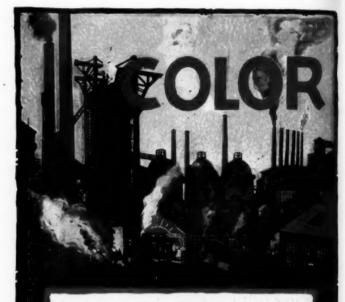
The executives of the AMERICAN EXPORTER are broad-visioned men who have had years of experience in the export field—men whom you may consult and from whom you may get accurate information on foreign markets.

The confidence that over 1400 leading manufacturers have put into the name, AMERICAN EXPORTER, is proof of its dependability.

American Exporter

17 Battery Place

New York City



THE AMERICAN WEEKLY for February 29th carried five full page color advertisements. This is more national advertising than has ever before appeared in a feature section of any newspaper. And it represents the largest sum ever spent for any sort of advertising in a single issue of a feature section of any newspaper.

TWO AND A HALF MILLION FAMILIES READ THE AMERICAN WEEKLY!

"If You Want to See The Color of Their Moncy—Use Color!"—A. J. K.

Am TO

THE AMERICAN WEEKLY, giving the largest color pages available in any publication, together with the largest and most progressive circulation in America—is quite naturally the best advertising medium for advertising of any and every sort of product.

Every Sunday in the year two and a half millions of the more progressive and well-to-do families of the United States look for its great color pages as one of the splendid features of the

NEW YORK AMERICAN
CHICAGO HERALD & EXAMINER
BOSTON ADVERTISER
WASHINGTON TIMES
LOS ANGELES EXAMINER
SAN FRANCISCO EXAMINER
ATLANTA GEORGIAN-AMERICAN



A. J. KOBLER, Manager
1834 BROADWAY
W. J. Griswold, Western Representative
HEARST BUILDING
CHICAGO, ILL.

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Everything that is created in the W.O. Floing studio is resolved to this one formula.

Does it or does it not express clearly, simply and forcefully the thought that the advertiser wishes to register?

How happy has been our faculty in this direction, is evidenced by the frequent appearances of our work on pages of advertising sponsored by the better agencies and the leading manufacturers.

WILFRED O. FLOING COMPANY
1316 Garland Building
CHICAGO

How English Advertisers Choose Mediums

Through Absence of Circulation Statements, Judgment and Experience Count High-Less Than Five Per Cent of Publishers Prove Up

By Thomas Russell

London, England, Correspondent of PRINTERS' INK

I N making up a list of mediums an English advertiser relies more upon his own knowledge and judgment than on published figures. This is because the published figures are not there to rely upon. Nothing comparable with the American Audit Bureau of Circulations exists in any country on this side of the Atlantic. Both in Britain and every other country in Europe it is very much the exception for publishers to publish any statements of circulation at all.

The exceptions are negligible in point of number, but they include by far the most important part of British advertising mediums. It would be sanguine to estimate that as many as ten per cent of British newspapers, periodicals and magazines print or ever have printed any definite statement of circulation. Much less than five per cent offer any independent evidence.

This is not so serious a handicap as it may seem. With considerably more than one-third as many people as the United States and much more than half (if only readers of English as a mother tongue are counted), we have only one-tenth the number of publications. Less than 5,000 people-chiefly in the Welsh valleys and in a few parts of Irelandare unable to read English. Thus it is much easier for an Englishman to make up a list than for an American. The number of important publications is not too large to be carried in the head of anyone with a good memory, and for the relative merits of competing papers to be pretty well known. I knew an agency man, not many years ago, who not only knew with fair accuracy

the best paper in every town of the Kingdom, but the exact rate for each one of several clients of the agency, and whether the paper accepted blocks. He had also a pretty clear idea of the circulation, and knew whether any paper was gaining or losing.

Some peculiarities of the newspaper situation are indicated Certainly less than three and probably less than one per cent of British publications have absolutely firm rates, in the sense that they are not open to an offer. One of the greatest assets that an advertising agency can possess, therefore, is knowledge of secret rates, and although a paper will often refuse to concede an old price to a new advertiser, even from the same agency, the knowledge that a low figure has been accepted is naturally strong weapon in negotiation. Rates have stiffened, however, since news-print paper became so dear. I doubt whether it can be said of half a dozen papers that they have never broken a rate. Some newspapers still refuse to insert illustrated advertisements, and many exclude them from certain positions, generally the front

But in spite of these complications, an advertiser of any experience can afford to rely upon his judgment and the information possessed by his advertising agent in making up a list.

CIRCULATION AND "CLASS"

Circulation liars are less numerous than they used to be. When I first came into the advertising business the most flagrant falsehoods were told, usually over the drinks, by canvassers. Brazen effrontery and ability to

carry a good deal of liquor are no longer the chief requirement in a man who has to sell advertising. They used to be almost

the only requirement.

The excuses commonly given for not publishing circulation are The first, which may be neglected, is this: "If we published our circulation we should tell the truth; but our competitors are such everlasting liars that we should suffer by the comparison of figures." This kind of thing is obviously the talk of a man who believes that his circulation is estimated higher than it really is. The second excuse is based on what we here call "class." "The people who read my paper are of so high a grade in wealth and social position that the number of them really doesn't matter. However few they may be, they have so much money that the paper is sure to sell the goods. If we published the figures, advertisers would be discouraged by comparing them with the popular rags that only sell to the mob. We don't think it dig-nified to enter into competition with the gutter press."

BRITAIN APPROACHES THE QUESTION OF QUALITY

An English advertiser is usually shrewd enough to reflect that however rich a man may be, he can only (as one of the richest once said to me) eat one dinner; and though he no doubt pays for servants' support, he does not count for so much that a thousand of him will do as much business as a million poorer people. But when the product to be sold is a gold watch or a high-grade automobile, it is true that the market is limited.

Experience and the practice of advertisers seem to show, however, that big circulation in a daily is quite as important as class of circulation, even for the quality-class advertisement. But when it comes to the weekly press, advertisers can sharply divide the public reached by different mediums. At least two weeklies have well over a million circulation, and

both are of such a character that their readers are obviously not in the motor-car class—not to put the thing any more unkindly than that. There are between twenty and thirty weekly periodicals of, national circulation having between 150,000 and 500,000 circulation a week, now at two pence a copy (four cents) and formerly at a penny (two cents—not one), which would not be read by any person of education and culture.

Therefore, in selecting mediums for class of circulation an English advertiser is always guided to some extent by the contents of papers. Like any other advertiser, he is a little apt to think that a paper which he reads himself is sure to be a good medium and to have a large circulation. But in this respect he will be protected by the knowledge of the advertisement consultant who advises him and by that of his

advertising agent.

It is not often that any English advertiser puts enough efficiency into his methods to wath the news-stands and news-vendors' shops in any systematic way. On the whole, he relies chiefly on his own judgment. The Advertisers' Protection Society has for many years been hammering at the proved-circulation issue and also trying to clean up the press; but the quantity of doubtful advertising published in this country is not large.

Randall Agency Has Travel and Resort Account

The Fred M. Randall Company, advertising agency, Detroit, has been retained to handle the advertising of the East Michigan Travel and Resort Association. General periodicals, outing publications and newspapers in the Central West will be employed for this account.

Represents "Fire and Water Engineering"

F. B. Wilson, formerly president of the Franklin Advertising Agency, Chicago, has been appointed Cleveland manager of Five and Water Engineering, New York. Mr. Wilson is also associated with the McClure Advertising Service, Cleveland. T

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When they got there the Cupboard was bare

THAT is not quoted quite right and we know it, for we have taken a slight liberty with Old Mother Hubbard and brought

her up to date, so to speak.

"What date?" Why, March 1, when the railways were returned to private control and when railway officials, the country over, found their roads—as far as the innumerable things needed for transportation are concerned—just about as bare as Old Mother Hubbard found her cupboard.

Every railway official recognizes the vast amount of material of all kinds needed to stock up the "cupboards," and every concern which makes the articles they need—need in such vast quantities—realizes that therein lies a sales opportunity which must not be neglected.

But how best improve this sales opportunity? Perhaps you are thinking that that is nearly as difficult as the problem which con-

fronted Old Mother Hubbard, and certain it is that results are apt to be as bare as her cupboard if you don't approach the

problem the right way.

"And what is the right way?" There are five right ways, all included in the Railway Service Unit—the Railway Age, Railway Mechanical Engineer, Railway Electrical Engineer, Railway Maintenance Engineer—the big question being—which one, or what combination, is the best for your use?

Five railway papers with a combined circulation of 40,000 copies are ready to serve you. Which will serve you best? Put your problem up to us and we will tell you which paper to use and how best to use it.



SIMMONS-BOARDMAN PUBLISHING CO.

WOOLWORTH BUILDING NEW YORK N.Y. U.S.A

Chicage Cincinnati Each member of The Railway Service Unit is a member of Audit Bureau of Circulations and Associated Business Papers

Mar. 18,

"Tell Your Fortune," Says This Tea Advertising

Campaign of Widlar's Tea Introduces Novel Atmosphere in Seeking New Copy Slants, Thus Furnishing Another Example of Advertising That Is Not Satisfied to Travel in the Beaten Path

TEA is probably as old as any food product now on the market. One day an advertising man, browsing in a public library, stumbled upon a curious fact in early Japanese history, in the following quotation: "In 729 A. D., at a religious festival, the forty-fifth Mikado—'Sublime Gate'—first entertained the priests with tea. He counseled them as follows: 'Sip it slowly, and all your sorrows will follow the yapor.'"

Presently the ad man got an idea. "Sorrows will follow the vapor," suggested "the cup that cheers." Tea leaves have been associated with fortune-telling from time immemorial. This suggested "leaves of good fortune."

Delving a little further into the bibliography of fortune-telling with tea leaves, he came across this one: "Twist the empty cup three times around. Make a wish. If a leaf remains near where you place your lips, the wish will come true." Then he went on a still hunt for the original Japanese text of the before-mentioned quotation, and found it.

Here was the nucleus of a new idea for tea advertising. In order to give the advertisement "atmosphere," a drawing of a Japanese landscape was used for a background. The Japanese characters were reproduced in the upper right-hand corner, the translation in English in the upper right.

The result made an advertisement that was quite effective from two points of view: (1) The decidedly Japanese flavor which the whole copy seemed fairly to exude; and (2) the suggestion to read one's fortune in the tea leaves. The fortune-telling idea was embodied in a number of

other advertisements in this series. One contained the line, "Be your own fortune-teller with the aid of tea leaves." Still another, "Do you know how to read fortunes in the teacup? Here is one sure sign"—and another fortune-telling stunt was described.

These tea advertisements form part of a series now being used by The Widlar Company, of Cleveland, to introduce the C. W. Brand of tea.

The so-called "necessities of life," and particularly food, are susceptible of limitless methods of advertising treatment. Everything that human beings use in an intimate way may be approached from as many angles of interest as the human mind itself. Herein is one of the reasons, perhaps, that advertising, so versatile and kaleidoscopic in many of its visual aspects, offers opportunities in bewildering variety for new and better ways of presentation.

A Slogan Comes to Grief

An advertised, slogan may become a dangerous thing if care is not exercised in making it conform with truth. Moreover, a slogan that is entirely safe at the time it is coined may be diverted from the narrow path by reason of circumstances beyond the control of the advertiser.

A case in point is that of the Webber Milk Company, of Indianapolis, which years ago adopted as its slogan "Before Breakfast Delivery." A customer of the company complained to the local Better Business Bureau that deliveries to her were not made before breakfast, but late in the days

to her were not made before breakfast, but late in the day.

The Webber company pointed out to the Bureau that under present cosditions it is not able to make all deliveries before breakfast. At the Bureau's suggestion the slogan has been amended to read, "Early Deliveries Our Specialty"—not so good, perhaps, from the standpoint of slogan writers, but one that cannot be upset by blizzards, strikes or delayed milk trains.

To Advertise Arteraft Automobile Tops

The Green-Fulton-Cunningham Company, of Detroit and Chicago, has secured the account of the General Top Company of Cleveland, manufacturer of Arteraft Tops, for automobiles.

Mrs. Agnes Carroll Hayward, formerly with the Chicago office of the J. Walter Thompson Company, has opened a service office in Chicago. 1920

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Oklahoma-Gateway to the Southwest Market

Coming South or Southwest with your product?

Start first in Oklahoma!

Slip your entering wedge into this center of industrial and agricultural prosperity.

Ger a foothold first where sales resistance is least-but where volume will be largest in ratio to sales and advertising expense.

Let your sales force absorb the enthusiasm of this busy Southwest country where sales quotas are easily doubled.

Oklahoma's natural resources last year exceeded a BILLION dollars. Crop values more than doubled; bank clearings increased 35%; never has Oklahoma experienced such building activity.

Mr. Advertiser: Oklahoma offers you a real opportunity. Let us tell you whyand show you how to get your share!

MERCHANDISING DEPARTMENT

&DAILY OKLAHOMAN and TIMES

Morning, Evening and Sunday. Net paid daily 88,553 A. B. C.

National Representatives:

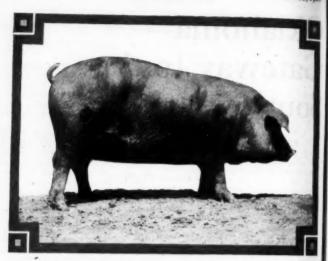
E. KATZ SPECIAL ADVERTISING AGENCY

New York

Chicago

Kansas City San Francisco

Atlanta



Ever Hear of A Singer Hog?

¶Pronounced "sin-jer"—a hog of narrow back and straight belly, particularly used for its lean bacon. Must be of good quality, not necessarily fat. In demand for English and Canadian trade.

THIS IS ONE of the many grades of live stock on the markets every day, each grade selling at varying prices. Native beef steers, for example, on a recent average day, showed a spread of \$8.75 per cwt. between the highest and lowest selling prices.

Corn Belt

¶ Live stock market reports to mean anything, must be comprehensive. The man in the country demands detailed information that will enable him to judge the trend of the market for all grades of stock.

¶ The live stock farmer transacts millions of dollars worth of business every day at the four big markets on the basis of the reports in The Corn Belt Farm Dailies. He has confidence in their accuracy. Even courts of law accept them as irrefutable evidence in cases of dispute.

¶ And he finds in his farm daily *all* the news he needs or reads—live stock, grain, hay, produce, hide, wool and financial markets, the news of the wide world and invaluable information covering every phase of both the producing and marketing side of his business.

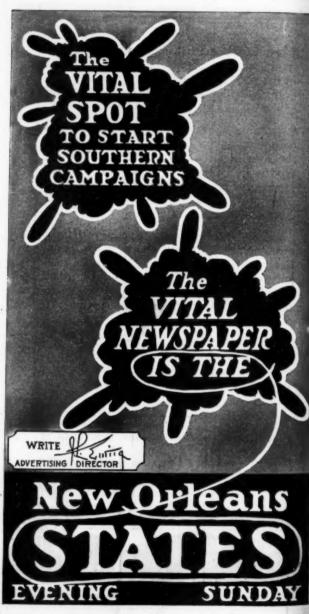
¶ Published at Chicago, Kansas City, Omaha and St. Louis, The Corn Belt Farm Dailies as a unit reach 117,000 outstanding live stock farmers of the Corn Belt.

Daily Drovers Journal, Chicago, Ill.
Daily Drovers Telegram, Kansas City, Mo.
Daily Drovers Journal-Stockman, Omaha, Neb.
Daily National Live Stock Reporter, E. St. Louis, Ill.

General Advertising Office:
THE CORN BELT FARM DAILIES
836 Exchange Ave., Chicago W. E. Hutchinson, Adv. Mgr.

Eastern Advertising Office: PAUL W. AND GUY F. MINNICK 303 Fifth Ave., New York





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Cold Facts vs. Imagination in Copy

Suggestions That Simplify the Choice of Appeal

By An Agency Copy Writer

BY and large, there are two outstanding methods of treatment in planning copy for a product about to be placed on the market. Both are good and both have their time and place. Whether one or the other is most desirable in any given instance depends, first, upon the nature of the product, and, second, upon the nature of the ultimate consumer for whom it is

One method might be called the treatment a la cold facts.

The other the treatment a la imagination.

The former is what professors

of psychology would call the objective method; the latter, subjective. Neither of these terms should frighten anybody.

Subjective treatment implies an exposition of the effect the product has on the subject. It signifies the use of the imagination. It conveys an impression of the product's effect on the mind, emotions and senses.

Objective treatment means simply the description of the product as an object; as a cold, matter-offact proposition; as a thing of wood and stone and what not, together with all the details, not as they appear to be but as they are.

There is also a third method of treatment, and that is a combination of both. This, however, requires a certain degree of skill and is a method in which lie many pitfalls.

In order to decide as to which class a certain product belongs it will be helpful to ask first: Is this thing an object of utility or luxury?

For example, take an automobile. Is it to be sold as an article of use or pleasure? Or both?, In this case the price is a guide. If its price is in the hundreds, it is safe to assume that it will be operated chiefly as an article of utility, as a speedy and time-saving

means of transportation either of goods or persons. Its pleasure value will be secondary. If the price is in the thousands, it will be bought only by the exclusive few and is therefore likely to be an article of luxury. Its utility value is secondary.

If I am to advertise an automobile as an article of utility, then, I will concentrate on its objective side. I will give the facts about it. I will describe it in detail as it actually is. I will describe its construction, its material, its engine, its drive, its transmission, its wheel measurements, its horsepower, its load capacity, its improved devices and accessories.

A CASE FOR THE IMAGINATION

But if the particular make of automobile in hand is chiefly a pleasure machine, I will treat it in my copy subjectively. I will call on my imagination. I will subordinate the cold facts about it. because luxury buyers, as a rule, are only slightly interested in such

If I say of an automobile that it will cover forty-five miles on three gallons of gasoline, that's objective treatment.

If I say that it takes the hills like a bounding tiger, that's subjective treatment.

Again, if I am to write copy for a certain delicate, costly fabric, it will mean little to the reader if I say that its warp is of cotton and its woof of silk, that it has so many threads to the square inch, and that it weighs so many yards to the pound. That style of treatment is too objective. But if I say that "the skin is grateful for its touch" and that "its wearer will put it on with a glow of pride," that makes a tug at the feelings of the reader. That is skilled subjective treatment.

A general rule, which I use in my daily advertising practice, may

Mar. 18.

be drawn up roughly as follows:

If the product to be advertised is intended for practical, utilitarian purposes, the treatment of it should be either objective or sub-

objective.

If the product is designed for luxury or pleasure, the treatment should be chiefly subjective.

This rule does not imply that the treatment of any given article should be either objective or subjective exclusively. It is possible to combine objective and subjective statements in the same sentence. For instance, here is a sentence from a department store advertisement: "The garment is decorated with tiny rosettes and other alluring touches." The statement preceding the word "and" is, of course, objective. But the "alluring" is subjective. There is nothing alluring about a garment or its trimmings in They themselves. would allure, for example, a cat or a cow. The allurement is purely in the eye, the mind, the imagination of the appreciative beholder.

There is, however, a certain amount of danger in attempting to combine the two methods of treatment in the same sentence or in the same paragraph. The effect is liable to seem confused or lacking in concentration. A better way is to complete the subjective (imaginative) remarks before launching into the objective (factual), and vice versa. The result is greater coherence and force.

It will also prove wise in most cases to print the subjective and objective sections of an ad in different styles or sizes of type. Trained copy writers generally do this anyhow, as a matter of instinct, whether or not they have ever stopped to reason exactly

why.

O. W. Fuhrman With Franklin Printing Co.

Otto W. Fuhrman, formerly with the Lord Baltimore Press, Baltimore, Md. and the Eugene McGuckin Company, dvertising agency, Philadelphia, has been added to the production staff of the Franklin Printing Company, Ph ladelphia.

Troy, N. Y., Bankers Educate Investors

Bankers in Troy, N. Y., are use advertising to warn stock investors of the danger of the stock swindler as to inform them of reliable investment One of the advertisements which it's reported, has accomplished much in elecating the investor, reads:

cating the investor, reads:

"People of Troy: Nota Bene!
"Beware of Bogus Stock Schemes
"Securities of a questionable or, al least, a doubtful nature are being pedded about the country, and, naturally, are being offered to our people in Tru. Do not buy without the fullest investigation. Ask your banker! Probable he knows something about the assure of the security being offered. Ask you banker how much money he would los you on the stock offered for sale. Find you much it is worth as collaten!
There's the test! In the interests of community protection.—Troy Chambe of Commerce."

Technical Advertising Man Writes Poetry

THE IRON AGE
NEW YORK, March 5, 1920.
or of PRINTERS' INK:

Editor of PRINTERS INK:
For your list of "literary" advertiing men, begun in your editorial of
February 12th, I suggest the name of
Horace Holley. Holley has combined
two widely separated types of writing
poetry and technical advertising, at
well as business paper promotion.

Holley is on the sales promotion suf of The Iron Age and Hardware Age. His verse has been published in Century Magazine; Pocky, New Republic Four or five volumes of poetry, as act plays and essays of his have recently been published by Mitchell Kennerley.

Rodney Derry, Manager, Sales Promotion Dept.

"Puritan Flour" Advertising Handled by Omaha Agency

The Wells-Abbott-Nieman Company, Schuyler, Neb., manufacturer of Puran flour, has resumed its advertisits, which was interrupted by the war, as is now covering Nebraska, Montas and Wyoming in the country weeking and dailies. The campaign is being placed by the Bloodhart-Soat Compan, advertising agency, Omaha.

This agency has recently obtains the services of T. R. Powell, formed the services of T. R. Powell the se

This agency has recently obtained the services of T. R. Powell, formen on the advertising staff of the Twetieth Century Farmer, Mr. Powell has been made manager of the promotion

department.

John Rutherford With "House and Garden"

John Rutherford, recently a meeber of the soliciting staff of Vogse, p now a member of the soliciting staff of House and Garden, New York. ucate

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Permanence

The ultimate aim of good advertising is not the mere ringing of the cash register bell. Business organizations of worth today find it increasingly necessary to plan five, ten and fifteen years ahead, therefore it is strikingly essential that advertising must GIVE PERMANENT VALUE.

The mere fact that The Detroit Free Press has nearly a century of newspaperdom behind it is impressive evidence of permanence, and it follows naturally that advertisers who associate their selling messages with its columns must of necessity acquire that same degree of permanence and stability that marks a definite, purposeful progress.

Detroit never was more busy, more prosperous, more eager for the goods of the world than now, and to reach the very core of that vast buying power, not only for present hour sales but for permanence, you will find The Free Press scrupulously carrying out your greatest expectations.

The Detroit Free Press

"Advertised by its achievements"

DETROIT, MICH.

Foreign Representatives

VERREE & CONKLIN, Inc.

NEW YORK

CHICAGO

DETROIT

Why the Clubs Handle Vigilance Work Successfully

They Can Approach the Subject Without Fear or Prejudice—Efforts of the National Association Respected at Washington—Support Ought to Come from Business Men Generally

"THE vigilance work of the Associated Advertising Clubs of the World is much more than work for advertising and advertising men," declared R. H. Donnelley, vice-president of the A. A. C. of W., in an address last week before the advertising council of the Chicago Association of Commerce. Since this meeting, Mr. Donnelley has been elected president of the Associated Clubs, as reported elsewhere in this issue of PRINTERS' INK.

"A short time ago," said Mr. Donnelley, "an anti-stock-swindling association was formed, headed by Myron T. Herrick, ex-Governor of Ohio, whom you know, and among the members of the Board of Directors was an officer of the Guarantee. Trust Company, Mr. McAdoo, and a great many of the well-known financial men of the country. They started a league against stock swindling. They ran up immediately against this: They were financial men. The moment that they commenced to say that such and such a stock was wrong, it was not on the square, it was not on the level, there was suspicion that they were trying to keep this man out of the field and so forth, and they threw up their hands. They came to the Associated Advertising Clubs, and said: 'Gentlemen, will you take this work

"Well, we have taken that work over- and we are doing the big work and all of you know exactly what that means. If any man, any workingman or anybody buys some fake automobile stock or some fake oil stock and then loses his money after he has saved it, you know what he thinks about anybody who has a dollar. He thinks we are all thieves, and we are all criminals. On the other hand, if we can steer that man to buy something that is of value, something that will add to his income, he becomes not a Bolshevik, but he becomes a capitalist.

"That is the kind of work we are doing on the outside and we have been asked also to take m legislation because we can go into any place with clean hands. We have no axe to grind. We can go down to Washington to-day and go into any of the departments there, and we don't even have to put down our card. They know us in Washington. They know us through Mr. Lee. They know us through the local vigilance committees. They know what we have done. They know how we have helped them root out frauds. So, you see, we are doing a work outside of what naturally belongs strictly to advertising men. It does belong to advertising, because anybody who is not interested in advertising in this country to-day in some way, shape or manner doesn't belong here anyway and wouldn't 'cut any ice.'

"They are all advertisers or interested in advertising, and if they are not interested in advertising we don't want anything to do with them. We have to raise money to take care of this work. We can't do it through the natural sources. When it comes to the sources that naturally come to us to carry on our club work they are not very great. We have got to raise money on the outside to take care of this work. We want to raise it, but not as subscriptions. We want to sell this. We want you to sell this, sell it to the people as insurance.

"There are people all over the country that are buying burglary insurance, fire insurance and all kinds of insurance, and yet here is their good name, the one thing that they built up, worth more to them than anything else, and we want them to buy this for that good name. That is the thing we want to sell."

Announcement

BELIEVING that reader's interest in a magazine is fostered as much by properly prepared advertising pages as by editorial content.

Drug Topics will not accept "standing cards" set in type run month after month without change;

Drug Topics will not run ordinary "trade paper" copy. Advertisements to be accepted must be of "magazine" calibre:

All advertisers must change their copy each month.

These restrictions are necessary both as a protection to those National Advertisers who do prepare good copy for Drug Topics and to stimulate and conserve the reader interest.

Our Advertisers' Service Department is at your disposal to assist in making market analyses of the drug field, in the planning of merchandising campaigns, or the preparation of advertising copy.

(Note: Since the policies above were put into effect nine (9) advertisers cancelled their advertising contracts, being too indolent to change their copy and preferring "standing cards." So be it!)

Drug Topics

The National Magazine of the Drug Trade

25 City Hall Place, New York

Jerry he anade . Editor

VERNEUR E. PRATT, Publisher MARVIN S. SMALL, Business Manager

FRANK C. THOMAS, Eastern Adv. Mgr., 35 W. 39th St., New York WILLIS B. CONANT, Western Adv. Mgr., Peoples Gas Bldg., Chicago GEORGE M. KOHN, Southern Adv. Mgr., Candler Bldg., Atlanta ROY M. EDMONDS, Southwestern Adv. Mgr., Arcade Bldg., St. Louis

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Scientific Advertising-Number Three

The Power of Unified Effort

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SSOCIATION ADVERTISING is like unto a cable, which, woven of many strands, lifts with ease a load too great for the same number of strands applied separately.

The union of kindred concerns for the advertising of their service, their policy, and their purpose constitutes a far greater publicity power for *each* concern than could ever be achieved by individual effort.

This great "teamwork" principle applied to advertising is a natural, a necessary and, therefore, a scientific evolution. Association Advertising, in theory, is "Scientific Advertising" and it should be so in practice.

"Scientific Advertising" is the unification of all the necessary steps in Prep-

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aration and Presentation into one coherent plan of action. It is based on fundamental principles which experience and study have shown to underlie all successful advertising and which must be applied with painstaking work and scientific skill.

Johnson, Read & Company is a scientific organization of individuals whose combined experience, including association advertising experience, is a reservoir of knowledge and power. Through scientifically unified effort, this organization is able to "pull together" successfully for organizations of allied industries who wish also to get the benefit of "teamwork."

This is one of a series of advertisements on Scientific Advertising as practised by this organization and symbolized by its seal.



Johnson, Read & COMPANY Advertising

202 SOUTH STATE STREET, CHICAGO

Charter Member American Association of Advertising Agencies -



THE WHITAKER PAPER COMPANY

CINCINNATI, OHIO

BALTIMORE	DETROIT	ATLANTA	BIRMINGHAM
RICHMOND, VA.	BOSTON	NEW YORK	COLUMBUS, O
Denver Peter	s Paper Co. Division	Dayton, O k	eogh & Rike Division
Chicago Thoms Bros. Co. Division		Pittsburgh H	artje-West Penn. Div
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Advertising Increases Sale of Skis

Comparatively Unknown Article Is Made Known to the Youths of the Country Who Enjoy Thrilling Winter Sports

By Donald Kirkland

NE of the less conspicuous articles of commerce being advertised successfully Northland Ski made by the Northland Ski Manufacturing Company

of St. Paul, Minnesota.

Most discussions of advertising concern themselves with expenditures that permit full-page layouts and dominating position. But the merchandising of an article of less general consumption ofttimes presents a problem as difficult and interesting as the marketing of a new automobile tire or of a breakfast food planned to be placed in the home of every

One's first impression might be that there was hardly sufficient general use of an article like skis to justify national publicity; but in a quiet, steady way, Northlands have been advertised for several years, with growing success. They are now appearing in a list of approximately a dozen sporting

magazines.

It is true the advertising occupies small space varying from twenty-one lines to a quarter and occasional half page; but the appropriation has been constantly growing, corresponding with an enlarging demand to provide means for what the concern believes to be the coming great

American winter sport. Up to 1909 skis were almost an unknown article in the United States. Abroad they had been an important utility for centuries and one of the most popular of winter pastimes for forty years or more. Ten years ago, however, a student at Dartmouth College organized Dartmouth Outing which to-day numbers about 1,000 members, and skiing has become its favorite snow-time frolic. It has established widely advertised ski-jumping events; and its Winter Carnival, in which skiing plays the most prominent part, has been

written up in Sunday supplements, displayed in moving pictures, and its fame spread by word of mouth to such extent that it has become known throughout the country; and many indeed are now attracted to the college because of the opportunity of joining in the sport.

Every year a pilgrimage is made by a large number of the club members to Mt. Washington, fifty or sixty miles away; and it was a party of three of these who first made the ascent on skis to the summit of the famous moun-

This was the real beginning of the development of skiing in the United States. It spread to other colleges, and then became general. Private clubs were organizedmen, women and children alike began to gain health and pleasure through the sport. Annual carnivals and national tournaments became not uncommon events.

BOOKS TELL HOW TO SKI

Utility and sport combined are bringing about a steadily growing market with which the Northland company is keeping pace in its advertising. It is helping along the general educational work by selling books on the subject to the hardware and sporting - goods dealers, through whom its products are distributed. A booklet, too, is distributed through the retail stores in which its various models are described and simple instructions in the art of skiing are given.

This booklet includes some interesting photographs, such as a detachment of soldiers on skis, Sweden's royalty practicing the art, boys from the Dartmouth Outing Club resting in the snow of the White Mountains-pictures which would help to inoculate the reader with a desire to try it for himself. It also corrects the im-

pression that ski-jumping is a dangerous practice, explaining how skill in this accomplishment may be developed; and incidentally points out the desirability of starting with a good equipment instead of buying something cheap with the thought that as soon as proficiency has been gained it will be replaced by an outfit of finer quality.

For there is more to the ski, like most apparently simple things, than to the layman appears. Ordinary wood cannot be used and the proper material grows only in certain parts of the counNorthland ads have played m these features in various ways: usually accompanied by an illustration of a skier coasting, or jumping, or making a cross-country run.

Feeling that the market may have developed to a point where desire for the sport may be cultivated in general publicity by definite suggestion, experiment is now being made with newspaper advertising in the Boston market, with the copy appeal modified to include a description of the pleasures and health-benefits of skiing coupled with a statement

of the merits of the Northland product. These advertisements are running two columns by approximately 42 Learn to Ski," lines. "It's one ad reads. great fun! Gives you splendid all-round exercise in the bracing air. Makes you feel strong and fit. Delightful, inexpensive sport that any man, woman or child can learn and enjoy. . . . Buy them from Boston dealers." Offer is also made of the booklet previously mentioned.

Another advertisement suggests: "Get out of doors with your Northland Skis! Why hug the fire? Week-ends, holidays and moonlight nights are wonderful opportunities to enjoy this fascinating sport. Skiing increases endurance, makes glowing cheeks and bright eyes. Gives a real appetite and makes you sleep like a log."

Northland Skis are also advertised in about ten of the trade papers going to the sporting goods and hardware stores, backing up the general publicity and the personal solicitation of salesmen.

That the advertising is considered productive is evidenced by the annual increase in space taken. The Northland business has grown year by year, and its product has to a large extent displaced the imported article which up to a few years ago was predominant here.



For Winter Fun Enjoy the Great Sport with

a pair of the Famous

"NORTHLANDS"

Interesting Catalog FREE. Ski, Toboggans, Snow Shoes. NORTHLAND SKI MFG.CO. Dept. G St. Paul, Minn.

APPEALS TO RED-BLOODED FOLKS IN SEARCH OF A STRENUOUS PASTIME.

try and under certain climatic conditions. The best runners are made of hickory and ash, which must be cut from second growth trees and seasoned without the usual kiln-drying methods. grain must run vertically the length of the ski to prevent the under surface becoming slivered The sides must be and rough. curved, and they must be scientifically correct without so much as a sixteenth inch variation, as it is this curve that makes it possible for the skier to turn as desired by throwing his weight in varying degrees upon the side of the ski. The thickness must be tapered from the center both ways to give the flexibility necessary to enable the user to ride over rough spots without losing balance.

It will be seen, therefore, that even with such an apparently simple article, there are plenty of selling points to advertise. The

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NATIONAL MARINE EXPOSITION

April 12 to 17

Grand Central Palace

New York City

Featuring:

American Shipbuilding, Ship Equipment, Supply and Port Equipment Manufacturers.

The Nation's Marine Insurance, Banking and Foreign Trade facilities and Shipowning interests.

THE MARINE REVIEW Will Be There

If you are going to exhibit, reserve space in the Special 2-color Exhibitors' Insert. If you are not going to exhibit, you should have adequate representation in the May issue of THE MARINE REVIEW that will be distributed from our booth at the Show.

RESERVE SPACE NOW!

THE MARINE REVIEW

PENTON BUILDING, CLEVELAND

Member Audit Bureau Circulations-Associated Business Papers, Inc.

Continental Pub. Co. Makes Appointments

John A. MacLaren has been appointed general advertising manager of the Continental Publishing Company, Ltd., Continental Publishing Company, Ltd., Toronto, publishers of Everywoman's World, Lu Canadienne and Everywoman's Needlecraft Companion. He succeeds P. W. Graham, who has resigned. James M. Cane, formerly advertising manager of the Dupont interests in Canada, succeeds Mr. MacLaren as Western Ontario representative of the

John C. Hogan has been appointed American representative of the Continental company for territory east of Detroit. His headquarters will be in Toronto.

Other appointments of the publish-ing company are those of Edmund V. Corbett, for many years on the adver-tising staff of the Toronto Telegram and Toronto Times, to be a representa-tive in Toronto, and John G. Lucas, formerly Canadian representative of the New York Commercial, to be assistant to the advertising manager and in charge of the promotion department.

But It Isn't a House-Organ Any Longer

"DRUG TOPICS."

NEW YORK CITY, March 8, 1920.

Editor of PRINTERS' IN:
Whaddayamean oldest house-organ?

Jerry McQuade and I bought the oldest house-organ in the United States when we bought McKesson & Robbins' Drug Topics and metamorphosed it into a real live trade magazine.

Drug Topics is now in its thirty-sixth year, without missing an issue. And it is the only drug journal that has had enough courage to take its own mediin Paintes' Inc.

Topics Publishing Co., Inc.,
J. E. Pratt,

President.

W. A. Schmidt Joins James Agency

W. A. Schmitt, formerly with the Franco-American Food Company, advertising manager and assistant sales manager of the C. F. Mueller Macaroni Company, and advertising manager of the Regina Company, has joined the copy and plan department of the H. E. James Advertising Agency, Inc., New York.

Gilbert Malone Joins "Asia" Gilbert Malone, formerly with the George Batten Company, Inc., New York, and subsequently with House and Garden, New York, is now a member of the advertising staff of Asia,

New York.
Sears & Irving, Chicago, have been appointed western advertising representatives of Asia.

Illinois Newspaper Syndicate Formed

The Northern Illinois Group of Daily Newspapers, a syndicate consisting of the Aurora Beacon-News, Elianois Courier, and the Joliet Heroid-News, has recently been formed. A. M. Snook, who has been president and general manager of the Aurora Beacon-News for a number of years, will be general manager of the syndicate, which is owned by Hon. I. C. Copley, a member of Congress.

The advertising work of the syndi-

ber of Congress.

The advertising work of the syndicate will be divided into three departments. Each advertising manager will have charge of the advertising in his department in all three papers. National advertising will be under the management of J. K. Groom; local, Charles W. Hoefer, and classified, Frank L. Lee. The general office will be at Aurora.

Two Join the Manternach Co.

John Magee, who has been with the Curtis Publishing Company, Philadelphia, for the last seven years, has joined The Manternach Company, advertising agency. He will be located at the home office in Hartford. During the last three and a half years, Mr. Magee has been manager of the advertising department of the Saturday Evensing Post in New York.

D. O. Skinner, for the last seven years advertising manager of the Intervars and the seven years and the seven years and the seven years advertising manager of the Intervals of the seven years and the seven years advertising manager of the Intervals of the seven years and the seven years advertising manager of the Intervals of the seven years and the seven years advertising manager of the Intervals of the seven years advertising manager of the Intervals of the seven years and the seven years are years and the seven years and years and years and years and years are years and years and years and years and years are years and years and years and years and years are years are years and years are years and years are years a

D. O. Skinner, for the last seven years advertising manager of the Inter-national Motor Company, New York, has also joined the Manternach agency, Mr. Skinner will be a member of the Buffalo office.

A New Use for Slogans

AMERICAN ZINC INSTITUTE. INCORPORATED.

INCORPORATED.

CABLE ADDRESS: MAKITOZINC, NEW YORK, NEW YORK, March 6, 1920.

Editor of PRINTERS' INX:
What is the charge for registering slogans? Ours is "Make It Of Zinc."
You will notice that we were able to make this slogan our cable address.
S. S. TUTHILL,
Secretary.

Mullin Leaves "Oregon Journal"

Secretary.

T. T. Mullin, formerly advertising manager of the Portland Oregon Jownal, has become business manager of the Salt Lake City Herald. Harry Macus, of the Journal's advertising staff, succeeds him as advertising manager.

D. L. Boyd Has Agency in North Carolina

D. L. Boyd, who has been associated with the advertising departments of the Raleigh, N. C., Tisses, Raleigh News and Observer, Dallas, Tex., News and Atlanta, Ga., Journal, has organized the Boyd Advertising Agency in Raleigh. . Igan

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QUOTATIONS -

"In using the Scientific American we are getting the right information to the engineer so that he will know what we are doing, and consequently when discussing the matter with his executives he can get the correct information to them"—the explanation for the use of Scientific American in the advertising of a great engineering plant.

The combination of engineer and executive—one man's analytical study passed on to the other who wields the power of purchase—can be no better expounded than in the columns of Scientific American, the subscription list of which is largely a roster of executives of the many industries of America; men who have learned to rely on the Scientific American for authentic information on their industrial, technical and mechanical problems.

¶ Self evident—the value of Scientific American in thus presenting to you, the advertiser, a midground whereon executive and engineer hold rendezvous for exchange of opinion.

SCIENTIFIC AMERICAN

WOOLWORTH BUILDING

NEW YORK

Can Copy Appeals Be Gauged in Advance?

MILLIONS of dollars are spent every week on copy appeals which have never been definitely gauged in value—with no definite check on whether or not the best selling appeal is being made. What this policy of going-it-blind may mean to the yearly sales totals is almost staggering to think of.

Some idea of what it can mean, however, may be gained when we look at the wide difference in results between different copy appeals used in mail order selling.

One advertisement prepared last year for one of our clients has produced, to date, over \$300,000 in direct business—incidentally, at a selling cost less than the average salesman's commission. The best advertisement on this proposition prepared up to that time and circulated in the same media would have produced less than \$100,000 in sales.

Yet for one advertisement to pull three times the results of another advertisement—under the same conditions, in the same media, and on the same proposition—is not in the least unusual. We have seen one advertisement outsell another in the ratio of ten to one.

As a result of our experience in handling the advertising of over sixty direct result accounts where every sale is traced to its source, we have been able to draw a definite line—in advance—between appeals that "make good" and those which merely "look good."

8, 10%

The method of purchase is only a detail. In either case the copy must make the right appeal or it makes only a fraction of the sales it should. In both instances the buying motive to be aroused is exactly the same.

The mail order advertiser has definite figures of results from various appeals to guide him. Why shouldn't the general advertiser profit by the things the mail order advertiser has learned?

In doing this it is not necessary to sacrifice one iota of "class." Your copy can create just as much atmosphere as it does today. Neither is it necessary that yours be a small town or "middle-class" proposition. We have proved that the most fashionable sections of New York and Chicago will order by mail—when the right appeal is made—just as they patronize the stores that make the right appeal. We have written copy that brought back average orders of \$1,000 each from rated business men.

And the same principle of appeal that brings results by mail will bring equally good results through the dealer.

WITHOUT the slightest obligation we should be glad to send you the Tested Appeal In Advertising, a little book which shows how the advertising of those who sell through dealers can be made to do better selling work and more of it.

Merely make the request on your business letterhead.

RUTHRAUFF & RYAN

ADVERTISING
404 FOURTH AVENUE at 28 th ST. NEW YORK
CHICAGO: 30 NORTH MICHIGAN BOULEVARD

To a Vacuum Cleaner Manufacturer Looking Ahead

We wish to get in touch with a Vacuum Cleaner Manufacturer who is now laying his plans several years ahead.

To such a manufacturer, we offer a sound, practical Merchandising and Advertising experience.

It may be that this manufacturer already has his vacuum cleaner well established on the market—or he may be confronted with the specific problems of production, distribution or new financing.

We have had years of intimate contact with all factors involved in marketing such a product. We know the problems of salesmen, jobbers, dealers and the Central Station. We can give counsel and service with the conviction of experience.

Our desire is to establish a connection that will prove to be permanent, because of results accomplished for the Advertiser.

Mallory, Mitchell & Faust



Advertising and Merchandising Counsel

SECURITY BUILDING

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The Basis on Which Automobile Advertising Is Charged to Dealers

A Study of Co-operative Local Advertising Plans of Thirteen Makers of Passenger Cars

By A. L. Chambers

Advertising Manager, Elgin Motor Car Corporation.

HOW to co-operate with dis-tributors and dealers on local advertising is a question of such importance, and the methods pursued by the various companies are so widely different, that several months ago I made a special trip to discuss this matter with other automobile companies. On this trip I called upon thirteen manufacturers of well known passenger cars and discussed problems and policies with the men who handle their advertising. Most of these men seemed glad to talk over matters of mutual interest and we went into various questions with which the advertising manager has to deal. As most of the points considered have some bearing on the subject, I shall take the liberty of giving a brief summary of the information thus obtained. This report, of course, covers only the thirteen companies interviewed.

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co-operative arrangement is made with distributors only by five companies. Co-operative arrangement with dealers as well as distributors, six com-

(Two of these companies offer such a plan to only their larger dealers.
One company does not share local
advertising with either distributors or

veilers. No information on this as to the other

Here is an indication as to how the dealers' advertising allowance is based:

"A" Company-According to territory covered, number of cars allotted, and newspaper rates. The figure thus ar-rived at is inserted in the sales agree-

ment.
"B" Company—No stafed amount is

Portion of an address before Adver-tising Managers' Convention of the Na-tional Automobile Chamber of Commerce. Inc.

set, but uniform schedule is used in all cities and towns where the company s good representation.

Company-Factory allowance is based upon a certain amount per car.
"D" Company—Straight fifty-fifty allowance to distributors, but allowance to dealers is based upon so much per

car.
"E" Company—Definite campaign is decided upon by the factory and uniform copy used, the dealers agreeing to pay one-half the cost.
"F" Company—No stated allowance.

"F" Company—No stated allowance. Factory determines amount of advertising to be used in each individual case. "G" Company—There is no written agreement, but a verbal understanding with distributors and large dealers that they will go fifty-fifty on local advertising placed by the factory. The factory is guided largely by the dealers' wishes in regard to the amount of ad-

wishes in regard to the amount or advertising to be used.

"H" Company—This is a new company and the advertising policy has not been definitely settled. However, they propose to operate on a fifty-fifty basis.
"I" Company—A uniform schedule is

decided upon by the factory for six-month periods, and the distributors are billed each month for one-half the cost.
"J" Company — Straight fifty-fifty basis, with practically no limit as to the amount of advertising that may be used by the dealer.

A rigid rule that only factory copy be used for local advertising has been

established by eight companies.

Will allow credit on copy furnished or approved by the factory, one com-Permit dealers to write their own

copy, three companies.
Advertising agency places all dealer advertising for six companies.
Agency places advertising, except

where dealers can secure a lower rate,

All local advertising is placed by dealer or distributor, three companies. Factory specifies media to be used for local advertising, eight companies.

Publishers bill half the cost of advertising to dealer and half to advertising

agency, four companies. Factory bills half the cost to dealers,

three companies. Dealers place the advertising and bill half the cost to the factory, three com-

The question of special allowances for opening announcements

of new dealers and for automobile show advertising was discussed with only a few of the companies called upon. One of them gives each new dealer a special announcement advertisement, which is paid for entirely by the factory. Another company makes a special allowance for automobile show advertising in five principal cities.

There are a few other items not related to newspaper advertising, but which may be of some interest:

The practice of prepaying express charges on advertising matter shipped to dealers is followed by four companies.

Such material is shipped charges collect by nine companies.

Literature is shipped to distributors only by five companies.

(These distributors are expected to keep their dealers supplied.)

keep their dealers supplied.)
Literature is shipped to both distributors and dealers by five companies.
Publicity stories are mailed to distributors and dealers by four companies.
Publicity stories are mailed direct to newspapers by two companies.
Publicity stories are mailed to both newspapers and dealers by two com-

That finishes the report of my investigation. Although a number of other matters were discussed, such as the use of painted boards, posters, highway bulletins, motion picture films, farm papers, etc., I shall endeavor to get back to the subject in question.

It seems to me that the most efficient way to co-operate with dealers and distributors is to place all newspaper advertising on a uniform schedule. I would embody a clause in the sales agreements with both dealers and distributors, in which they would agree to pay one-half the cost of all advertising placed by the factory in their local newspapers. I would then figure out the composite rate of all newspapers to be used, and determine the size of copy and frequency of insertion permitted by the appropriation available. To illustrate, we will say that the composite rate of all the papers to be used is \$10 a line, and the amount of the appropriation is \$100,000. If we decide to use 500-line copy, each advertisement would cost \$5,000 to run in all of the papers. This would

permit the running of a 500-line advertisement once a week for 20 weeks, to take up the appropriation of \$100,000.

This advertising would be placed through the advertising agency, a copy of each order and an advance proof of each advertisement being mailed to the dealer. The factory would bill the dealer for his share of the cost upon receipt of invoices from the agency.

Some companies do not conduct a systematic campaign of advertising, but send out copy only when requested to do so by the dealer. Where this practice is followed, it is probably better to have the dealer place the advertising himself, in order to avoid the delay of taking the matter up with the factory in each individual case.

There are also a number of newspapers that offer better rates to the local dealers than they make to the agency or manufacturers. However, I believe that, taking the matter as a whole, the factory that advertises consistently will not lose any money by having all the business placed through an agency.

Naturally this matter of cooperative advertising can be handled much more efficiently and satisfactorily by the older and larger companies, because they are well established, they spend more monev for advertising and can better afford to lay down specific rules to be followed by the dealers who are allowed to come in on a fiftyfifty arrangement.

However, if we are going to cooperate with our dealers to the extent of sharing the cost of their local advertising, it seems to me that we should get together on some sort of a uniform plan. This would not only be advantageous to the manufacturers, but it would be a good thing for the dealers as well. For instance, a dealer handling two or three makes of cars is confused by the different methods of placing the advertising and handling the ac-One manufacturer will counts. place the advertising direct and bill the dealer for his share; another manufacturer will require

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St. Louis' Largest Daily

St. Louis Globe-Democrat 220,668

Net Paid Daily Average Circulation for the Month of February

This is by many thousands the largest daily circulation ever attained by any St. Louis newspaper-and it is approximately

40,000 More

than the daily circulation of the second St. Louis paper, the Post-Dispatch.

NATIONAL REPRESENTATIVES

F. St. J. RICHARDS GUY S. OSBORN 410 Tribune Bldg. NEW YORK

1302 Tribune Bldg. CHICAGO

J. R. SCOLARO 701 Ford Bldg. DETROIT

R. J. BIDWELL 742 Market St. SAN FRANCISCO

DORLAND AGENCY, Ltd., 16 Regent St., LONDON, S. W. 1

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the dealer to place and pay for the advertising, billing the factory for its share, and so on. While it would not be practicable to set a uniform allowance, it should be feasible to work out a more or less uniform policy for placing advertising and handling credits.

As a suggestion along this line, I would say that all advertising copy should be furnished or ap-proved by the factory. I have seen some horrible examples of advertisements prepared by dealers where they "did not have time to take it up with the factory,' but they expected the factory to assume its share of the expense. If we are going to pay for half of the space, let us insist that none but factory copy be used.

In my opinion, the practice of splitting the cost of local newspaper advertising between the factory and the dealer is unbusinesslike, unsatisfactory and fundamentally wrong. Most manufacturers are spending large sums for advertising in such media as national magazines, farm papers, motor publications, outdoor displays, etc., in addition to furnishing window hangers, catalogues, mailing folders and other literature. But the factory should not be expected to pay for part of the dealer's local newspaper advertising any more than it should be asked to pay a part of the rent of his display room or a part of the salaries of his salesmen.

Ray V. Warman in New Position

Ray V. Warman, general manager of Ray V. Warman, general manager of Export American Industries, New York, has become vice-president and general manager of the Namusa Cor-poration, a company instituted by a group of members of the National As-sociation of Manufacturers for group organization under the Webb-Pomerene Act.

Macaroni Manufacturers Advertise

The Armstrong Bureau of Allied Industries, of Chicago, is conducting a newspaper advertising campaign in be-half of the Macaroni Manufacturers Industrial Council. Copy will be placed by the Snitzler-Warner Company of

The New Status of the Space Buyer

BLACKMAN-ROSS COMPANY NEW YORK, March 12, 1920. Editor of PRINTERS' INK:

I have read your editorial on "The Changed Space Buyer" in Printary INK of March 11.

You are not overstating the case. It is my privilege to come in contact with the principal space buyers in our committee meetings, and I can assure you, that with one or two exceptions, the "old order has changed."

The modern space buyer is more than a mere student of publications and markets. All of this is a part of his day's work. He is to day also a student of advertising in the broad. His position in an agency enables him to come in close contact with all of the accounts of that agency, which gives the right sort of man an inside knowledge and an experience that is denied anyone else in that agency.

and an experience that is denied anyone else in that agency.

Where the account executive has either one, two or four accounts under his supervision, the space buyer absorbs the main prolites and is in close contact with the main prolitems of all of the accounts of the agency.

With this variety of experience and knowledge, he can supply the answer to a problem that is puzzling one advertiser, because the answer has been supplied by some other advertiser.

Of course, I am assuming all the time that the space buyer is of the right calibre. The right kind of a space buyer is a very valuable part of the agency equipment. I have found this out when I tried to hire one.

To-day he is a producer and a developer of business with an unbounded faith in advertising. He applies to all problems the remedy of advertising. It is a manufacturing problem he finds that very often advertising will all problems the remedy of advertising. If it is a manufacturing problem be finds that very often advertising will cure it. If it is a sales problem, the same thing holds true. In fact, he thinks advertising and applies it to all problems. He is not enmeshed in all the details of an advertiser's sales, distribution, manufacturing and other

the details of an advertiser's sales, dis-tribution, manufacturing and other problems. So that his mind is clear to think "ddvertising."

I know for a fact that no adver-tising agency can develop an account to its full possibilities unless the space buyer plays an important part in the

development, The title of space buyer is a mis-nomer; the correct title is "space seller."

FRANK J. HERMES, Secretary and Treasurer.

Charles Hanson Towne Joins Logan Agency

Charles Hanson Towne, recently editor of McClure's Magasine, New York, has joined the Thomas F. Logan, Inc., advertising agency, New York.

This agency has recently established an office at Washington, D. C., under the management of L. Ames Brown.



Is your competitor telling the Architect your story

ARCHITECTURAL FORUM

Send for a copy and see .

ROGERS & MANSON CO.

NEW YORK

Publisher BOSTON

CHICAGO

These cards
represent 11,228 New Orleans
Automobile Owners that read
the Times-Picayune



The Tangune carried A so of Automobile ising in Februs 1: its nearest of 44, 747 lines; air d paper, 23

These repri 652 Carli that do m take the Times Pla but read evening p

252 Own no T Engl

The Times-Picayune Led Every Month in 1919

Careful records kept during the past year reveal the fact that The Times-Picayune led by a wide margin in space carried for the following lines of business—

DEPARTMENT STORES, MUSICAL, FURNITURE, FINANCIAL, WOMEN'S WEAR, JEWELERS, CANDY AND FRUITS, FOOD PRODUCTS, TRACTORS AND FARM IMPLEMENTS, AUTOMOBILES, CLASSIFIED ADVERTISING. It Led in Local Display, as well as in Foreign Advertising.

Total Lineage for 1919

The Times-Picayune 12,757,067

The Times-Picayune's percentage of circulation in the Automobile field is a key to its dominance of buying power among the whole English-reading white population of New Orleans.

Our Promotion Department will be pleased to submit a carefully prepared digest of this field—as applied to your specific product, showing the possibilities.

The Times-Picayune

252 Automobile Owners who take no New Orleans English newspaper "New Orleans' Largest
Newspaper"

Cone, Lorenzen & Woodman
Foreign Representatives
New York Chicago Detroit
Atlanta Kansas City



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The care photograph re automobile on New Orleans w canvassed for data. A remarka ation developed 12, 2000 owner, ascertained that were readers of limes-

Advertising all as in every of the Transpure carried A es of Automobilitising in February 44, 747 lines; it is dapper, All 100 cares.

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The NEW HAVEN REGISTER

HAVEN

During the Year 1919 The Register-As Usual

LEADS -In Local Advertising
-In National Advertising
-In Classified Advertising

Adv. Line Record

REGISTER		8,384,202	1,776,252	2,421,524
2d Newspaper		5,072,652	732,919	1,264,452
3d Newspaper	-	4,600,907	446,303	773,895
4th Newspaper		3,283,206	389,568	1,004,487

The Register printed

5,510,865 More Lines

of Advertising than ANY other New Haven Newspaper. Results Count.

Paid Circulation Over *27,400 Copies

*91% of which is within 8 miles of City Hall

The Register has a Paid Circulation 12,000 to 17,000 copies in Excess of its various competitors—The Paper that Covers the Field.

THE JULIUS MATHEWS SPECIAL AGENCY NEW YORK BOSTON CHICAGO

The Willys-Overland Plan for Localized Advertising

Distributors Are Sold on the Desirability of Tying Up with the National Campaign and Paying for Their Own Local Advertising

By Ward M. Canaday

Advertising Manager, Willys-Overland, Inc., Toledo, Ohio,

OUR general OUR general advertising is divided into two parts: Na-tional and local. In theory, we have the dealer do everything connected with local advertising and we do everything connected with national advertising. Thus we do not limit his effort, nor limit ours

We have tried the fifty-fifty plan of newspaper advertising and others-the percentage basis and so many dollars per car. If required to advertise on a fiftyfifty basis the average dealer will If you operate through your agency, particularly in the smaller towns, you get into a wrangle with many of them on the 15 per cent part of it. If you work through the agency and have the advertising billed direct, part to the dealer and part to you, your bookkeeping, handling and checking when you get into several newspapers, become complicated and costly.

Then, also, you do not often accomplish the important result of getting the dealer to believe that the advertising is something he wants. If you can get a dealer to run an advertisement that he likes, it is ten times as effective in his mind, and is more effective actually, than one he thinks you have forced him to run. His attitude toward that advertisement is worth a great deal all through his organization. So we have adopted a plan on our national advertising, of handling our mag-azines and farm papers, and certain large city newspapers, which we regard in total as a national circulation. That is the national campaign, and we pay for that entirely and do not ask any cooperation from the dealers or distributors in regard to it.

Then we also supply advertisements that tie into it, to all dealers, and give them the privilege of handling it in two ways: They may sign an order to us, at the first of the year, to carry a maximum of so much advertising per month, which is a duplicate of our other newspaper advertising, and have that billed directly by the newspapers to them. We pay no part, except to furnish the plates. In that way we do not enter into the checking back and forth. If the newspaper does not run certain copy-if the dealer cancels it, we are notified, and we try then to persuade him, if it is the right thing to do, to go ahead with the campaign. But we do not say, "You must spend so much money each month." Other influences can be brought to bear upon that dealer if he is not doing enough advertising to get results.

If we do not have enough cars to take care of his requirements, we cut down his advertising some and he gets the benefit of the conditions as we see them—he gets the benefit of them at any time. If the judgment is not sound, we have a thing to sell him on and bring him back in line, and that plan is working out more effec-

tively than any plan we have tried. If he does not want to order the advertising placed by us, he has the alternative of selecting plates each month from proofs of advertisements we send him, and having them sent to the newspapers. We do not keep a checking system in our office because it is too cumbersome, but we have the branch offices do it, and if he is not advertising we go after him. That plan has been successful. This year our contracts are not

Portion of an address before Advertis-ing Managers' Convention of the National Automobile Chamber of Commerce, Inc.

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completely in for 1920, but I was told this morning that 90 per cent of them were. The dealer has to place so much advertising per month with the local newspapers, to be billed to him at his local rate by those newspapers, and that plan is working out very successfully, and we believe it is going to be the solution of this newspaper problem.

From our point of view, that answers the question of how to take care of local advertising credit. We do not make the dealer any allowance; we try to educate him to the fact that he is a big business man in his town, and that he ought to carry a reasonable amount of advertising. If he wants to substitute some advertising of his own for the plates which we send him, he has that privilege; but as a rule the average dealer has not the time to prepare the kind of copy he wants to put in the paper. Generally, if we leave it to him to make the copy he does not do it, but if you present copy to him and say, "We will be glad to have you use this copy, but if you have something better use it," ninety-nine times out of a hundred he is glad to use

That solves our problem of the waste of plates. We have less waste than by the percentage method.

To make clear the point just mentioned, I will relate our ex-perience in November. We had a campaign that we put up to our dealers for November and December. Reports for November, which have been completed, showed OUL dealers used about 2,600,000 lines of advertising in that month, for which they paid, and it was out of proportion to even what we were doing, because it was a month when they were enthusiastic about a new product and were willing to spend the money. All we did was to furnish the suggestion and help them plan it. If the dealers are given the impression that you are willing to help them, and are not trying to crowd something on them, most of them are glad to cooperate.

Some, as they have explained, charge 50 per cent to the dealer and 50 per cent to their own office through their agency, in that way getting the dealer to pay the local rate and they pay 15 per cent to the agency. We have tried that and find that about 10 per cent of our dealers will carry that kind of campaign, and do what you tell them, but those dealers will do almost anything you tell them. anyhow. In other words, if you did not give them 50 per cent. they would follow your suggestions to the limit on almost any plan you offered. Then you have merely contributed your 50 per cent without solving the question of the 80 or 90 per cent of the other dealers who should be doing something, but will not on a fiftyfifty proposition. Those forced to by contract merely look on it as a further deduction from their discount, and not an investment. I do not refer to the dealers in the larger towns where advertising is better understood and more actively followed, but to those in the smaller towns of five thousand or less.

Turning now to some of the replies I had to my letters, and I want to 'thank those who sent them, here is one that reports having the fifty-fifty arrangement.

The next says:

In the first place, we insist (exceptions are made, but they are few and far between) that all newspaper adversing run on an expense sharing basis with the factory, shall be created and placed by the factory through its advertising agency. We, of course, give the dealer an opportunity to pass his opinion on the copy, the mediums selected, the number of insertions, and the total expense, and we are guided by his opinions whenever they seem sound. After we have mutually decided on what should be done, the orders are issued by our agency.

This is not practicable for us because we never can get a consensus of opinion on any subject from five thousand dealers, so we had to eliminate that.

In sending out these orders, the agency instructs the newspapers to bill the local dealer with his proportion of the cost of the campaign and to bill the factory's portion to the agency. In some cities the newspapers will not ac-

We do much more than make advertising illustrations according to specifications.

Ours is a well-rounded organization. Our functions comprise a many-sided service for advertisers.

We will analyze your sales problem; interpret your sales argument; portray your sales appeal—graphically.

Such service is valuable, not only to advertising agencies, but to advertising managers, manufacturers, and others who need advice and ideas.

We welcome an opportunity to consult on any sort of pictorial campaign. Distance need not deter you from inviting our co-operation.

THE WELANETZ COMPANY INC. 2 East 23d Street New York City



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cept an order of this kind. In those cases the entire cost is billed to the agency, which in turn bills the distributor for his portion and the factory for its portion. This is done also where the foreign advertising rate is cheaper than the local.

The foreign advertising rate in the smaller towns is almost invariably at least 15 per cent higher than the local.

Where the local rate is more advantageous, the dealer pays the entire cost and invoices the factory for its share, whereupon a credit memorandum is issued to the dealer.

We have found that in almost any plan that involves a credit system and checking up, the cost is actually more in some instances than the cost of the advertising, and it involves a tremendous amount of detail that is hard to keep free from mistakes. This may be less serious with a fouror five-hundred-dealer organization, where you can keep in touch with the men.

The result of this process is to keep most of the clerical work attendant upon the transaction outside of the factory. We operate with rather small departments, and the regular routine keeps these departments busy all of the time. Since our co-operative newspaper advertising is not a steady thing, but comes and goes, we try to keep the clerical burden of it away from our departments. Occasionally we give a dealer permission to run an advertising campaign of his own after we have approved it. In those cases the dealer will pay the entire cost and bill us for our share.

We have found that any plan that lays out the copy for the dealer six months in advance usually loses its "pep" before it gets very far. The dealer may be enthusiastic the month you send it out, but each month he gets weaker and weaker, and by the end of the campaign the dealer forgets what he is running unless you keep him sold on it continuously.

One part of your subject is on the proportion of advertising expense that should be carried by dealers. Our plan is this: A dealer holding a direct contract with the factory stands one-half of the cost of the newspaper advertising appearing in his retail territory and we stand the other half. In the case of newspaper advertising done by a subdealer, he pays one-third and the distributor stands one-third, and the factory stands a third. This division of ex-

pense has proved very satisfactory for our purpose—that is all that I can say an expension of the period of the period supplied by the factory, neither the dealer nor distributor stands any part of its expense unless they require large quantities beyond their normal supply. The normal supply is based roughly on the size of their contract with us.

To digress a little from the subject, we have had a great deal of trouble in limiting our dealers in the use of printed matter. We used to send it out direct to all of the dealers, sending a certain initial amount and having the dealers requisition more, but we found that some of the dealers after getting theirs would go to the distributor and get more, and the distributor would complain because we did not keep him sup-plied with literature. The dealers were never checked up on the literature because the distributor had no way of keeping in touch with them.

Then we worked out a plan of sending all the literature to the distributor, and having him apportion it to the dealers. But that was not satisfactory. Now we was not satisfactory. have another plan, and it is the best we have found: We allot so many catalogues per car to every dealer, according to his contract. All the literature is sent direct to the distributor, and he is given a list of the dealers in his territory, with the amount of the shipment that he is entitled to, and it is up to him to see that each dealer is properly supplied. We are planning to put a charge on all literature beyond the amount allowed, just to keep a check on the distributor, to keep him from giving one dealer all he wants, and another dealer who does not ask for any, none. We plan to charge the distributor for all of certain pieces of literature beyond the allotment credited to him. He may have all he wants but must pay for any amount beyond his proportion.

We believe this will tend to stabilize the situation better than anything we have tried, so far.

We allow 10 catalogues per car and after that we charge for them. With smaller pieces of printing it depends on the literature. We are trying to charge the dealer for as 1920

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The St. Louis Star Takes First Place

In February, 1920, for the first time in its history

The St. Louis Star led the daily Post-Dispatch in volume of Total Display Advertising, (and without special editions).

For many months The Star has led the daily Globe-Democrat and the Times, and now the Post-Dispatch goes back to SECOND place with The Star FIRST.

February Net Paid Circulation

112,208

A Gain of 4,531 Over January

National Advertising Representatives STORY, BROOKS & FINLEY Chicago Philadelphia New York





Rigid enforcement of railroad regulations puts new tests on shipping cases

SHIPPING conditions this year are worse than ever before. Freight cars are being packed to maximum capacity. Depots and station platforms are overcrowded.

In order to get maximum service from their limited facilities, the carriers have been forced to insist that shippers comply absolutely with packing regulations. All shipments are now subject to thorough inspection, and the shipping rules are being enforced more rigidly today than ever before.

That is why the right sort of shipping case is more than ever a vital necessity for every manufacturer—a shipping case which is properly marked—correctly designed—made specifically to carry his goods. Only experts can make such a case—experts who can calculate his exact requirements—who are thoroughly familiar with every transportation problem.

Solving shipping problems for the leaders in every industry.

Because of its broad experience in solving shipping problems for the leaders in every industry, the Robert Gair Company is especially qualified to offer expert assistance and advice.

We can decide without prejudice whether your goods should be carried in corrugated or fiber cases—for we manufacture both. Often, by rearranging the units within the case, we can cut your freight costs considerably. We can determine exactly what the weight and dimensions of your cases should be.

Gair shipping cases are made with the closest attention to every detail. For example, the lock-corner device—an exclusive Gair feature—closes the corners more tightly, insures greater rigidity, makes the case more waterproof and easier to seal than the ordinary shipping case.

The Gair Unit Service

The ability to meet all demands for highest quality or greatest quantity is characteristic of Robert Gain Company's four departments—Folding boxes, Labels, Shipping cases, Window display advertising.

Because the greatest merchandisers of the country realize this ability, more than a billion dollars' worth of merchandise was carried last year in folding boxes, in shipping cases, and under labels made by the Robert Gair Company.

We control the whole process of manufacture, from wood-pulp to finished product. We operate our own paper mills, make our own inks and glues, maintain our own art, engraving, printing, lithographing departments. Our chemistry department regulates and improves our processes and tests finished products. We operate the largest plant of its kind in the world.

With its facilities we are prepared to offer a complete service for packaging and displaying your product—folding boxes, labels, shipping cases, window display advertising—giving unity to your packages from factory to consumer.

ROBERT GAIR COMPANY

BROOKLYN

Folding boxes Shipping cases
Labels Window display advertising

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much as we can. We find that makes him more analytical of his requirements, and makes him use the literature more discriminately.

Returning to the letters, here is another:

For exclusive Winton advertising inserted in newspapers in the dealer's territory and paid for by him, the manufacturer agrees to share one-half the expense, providing that the manufacturer's total liability for said advertising shall not exceed \$25 for each Model 24 or 25 purchased by the dealer from the manufacturer during the period of this agreement, and provided further that the dealer, before being entitled to credit for newspaper advertising expense, shall submit to the manufacturer the full page newspaper sheet containing each such exclusive Winton advertisement, together with receipted newspaper bill for each such insertion.

Ouoting from another letter:

We prepare and schedule copy for insertion on certain dates which are indicated on the "Publisher's Order," mailed direct to the publisher. These orders specify that 50 per cent of the charge is to be billed to us and 50 per cent to the local dealer.

We always supply the dealer each month in advance, the proofs to be run, so that he is familiar with the copy, and those proofs give him something that keeps him sold on the advertising we are doing.

I think the writer of the next letter makes a good point here:

By insisting upon an okeh from the local dealer before insertion, we are, therefore, automatically protected concerning the dealer's 50 per cent and provided, too, that the dealer be equainted with such advertising sufficiently in advance to make any preparation for any special sales work that he may wish to do in conjunction with the advertising insertion.

The company has its programme on the six-months' basis and I know keeps its dealers well sold on the programme after putting it out by keeping continuously after them. But it deals with a relatively small group of dealers, not five or six thousand.

The next letter says:

We have a fifty-fifty co-operative plan which has proved very successful and which we are willing to put into operation in the territory of any of our good dealers. The use of the plan is contingent upon the type of dealer. If a dealer happens to be a dead one, it will only be a short time before we will

make a new connection, and it would be useless to spend our money with the dead dealer, but where circumstances warrant, we present the plan to the dealer, telling him that we will furnish the copy and send the schedules to the newspaper with the request that they split the billing fifty-fifty between the dealer and us. In all cases we submit a tentative schedule to the dealer with proofs of the ads we propose to ran. This is done each month and the schedule is only put through a month at a time. In a very few cases we agree to spend a certain amount of money per month, covering copy which the dealer himself prepares, but these are only isolated cases and pertain to less than a half dozen of our best dealers.

While we always leave it to the dealer's judgment as to whether he wants to use his own copy or ours, we always insist that you can't impress upon the public more than one or two things and have it read; and while the dealer may have something better locally and something which for the moment ties in better, if his copy does not concentrate on the things we want to bring out about our product, and get them read, his advertising not only is not effective, but he loses all the accumulative force of the advertising that the national advertising drills into the public, which is far more important than any idea he ever has.

In other words, a spasmodic thing, even though it is good, if it does not tie in with the whole campaign and the weight of the thought behind it, had better be set aside. We have been fairly successful in impressing that on our dealers' minds.

Before putting our fifty-fifty schedules through each month, we check up the cost of the advertising with the number of cars shipped to the dealer during the month past and on order to be shipped during the coming month, and if it appears that the cost per car will be unusually high, due to our inability to ship the dealer what he wants, we communicate with him suggesting that the amount of space used be reduced.

We have tried that and find difficulty in getting a quick enough communication from the dealer to get action. It usually has resulted in getting half returns, and not knowing what to do with the other half. That is one of the reasons why we adopted the plan outlined. 020

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The Hotels of Des Moines Indicate the Importance of the Iowa Market

Des Moines Hotels have a total of four thousand rooms, accommodating an average of five thousand transients daily. The activities of Iowa's two and a quarter million people center in Des Moines. State conventions are almost invariably held here.

The Register and Tribune

(Morning, Evening and Sunday)

are the dominant newspapers in Iowa. In addition to giving the national advertiser practically 100 per cent coverage in Des Moines, a campaign in The Register and Tribune exerts a powerful influence on the entire Iowa market.

113,000 Daily

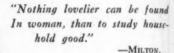
85,000 Sunday

Ask for dot maps showing circulation distribution

I. A. KLEIN, Metropolitan Tower, New York Representatives JOHN GLASS. Peoples Gas Bldg., Chicago

W. R. BARANGER CO., Examiner Bldg., San Francisco

Amento poet MILTON



THE home, after all, is the bulwark of a nation.

The world turns topsy turvy. There is war and strife and plague and economic unrest. There is agitation everywhere. The foundation of society seems to be crumbling. And then, somehow or other, there emerges a new faith, a renascent good will, a re-created strength. The new condition is undeniably the result of the home as a fundamental institution whose healthy and vigorous preservation must dominate every other worldly consideration.

And so Good Housekeeping with 64 per cent of its editorial pages devoted to Service—with its department of child training, with the model



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kitchens and testing laboratories of Good Housekeeping Institute, with the Bureau of Foods, Sanitation and Health, with the League for Longer Life conducted by Dr. Harvey W. Wiley, with its departments on interior decoration; and home buildgardening ing and household equipment, and sane fashions, Good Housekeeping is filling a higher function.

Good Housekeeping's departments are not labels. They are real departments, edited by real authorities, the result of real planningand real resources.

During the late war, the United States Government recognized the constructive and authoritative spirit of Good Housekeeping. Food Administration knowledged Good Housekeeping's superiority. Sensible, however, of its responsibility to the State through the home, Good Housekeeping is pleased indeed to be enlisting the whole-hearted support of almost 800,000 American women.



ANALYSIS OF EDITORIAL PAGES



ANALYSIS OF SERVICE DEPARTMENTS

Examine this chart carefully. It shows the striking editorial balance of Good Housekeeping - a balance that is maintained with but one object in view-to serve the reader.

GOOD



How Dare the Publisher Discriminate Against the Press Agent!

By F. W. Wilson

Manager, Agricultural Division, E. I. Du Pont De Nemours & Co.

[EDITORIAL NOTE-Mr. Wilson evidently is no amateur in the art of getdently is no amateur in the art of get-ting the publisher to put something about his product in the news columns. He is a member of a very large organiza-tion, the profits of which are sufficiently great to allow for a big advertising fund. Many smaller organizations depend en-tirely upon the advertising columns to educate the public to the value of their product. Mr. Wilson believes both in paying for space, and getting some free. In various places through the article we have placed numbers which refer to have placed numbers which refer to footnote comments.]

T is reported that the Southern Farm Paper Publishers' Association is soon to discuss the activities of news bureaus attached to various manufacturing industries. As one publisher expressed it: "These bureaus are seeking to create a demand for their product at the expense of the publisher."

There are two sides to this question. Possibly it would be more correct to say, many sides. It is hoped a discussion of the subject by one who has had many years of experience in the game may prove of interest and value both to publishers and manufacturers.

We will say for the sake of the argument that the publisher is on one side of the fence; the manufacturer on the other. At any rate, that is the general view, but as a matter of fact, their interests are common. One could not prosper without the other, so instead of the growing antagonism between them, it will be the object of this little screed to show them it will be much better for all concerned to work together for the common end, and to point out how that may be done in justice to both sides, since we must admit there are sides.

As the publisher above quoted further says: "So great has been the demand for free space among a number of the large corporations, it is quite likely to be recommended by our association that all

its members reject articles that are being sent out with a view of creating a demand for their product at the expense of the farm

press,"
To begin with, the attitude of publishers is doubtless largely due to the fact that many manufacturers have entrusted their publicity work to amateurs who have used deplorable judgment in their dealings with publishers. Some of them have committed the unpardonable sin (in the eyes of a reputable publisher) of demanding a certain amount of free space as a condition precedent of a certain amount of paid advertising.1 Then, owing to inexperience or inability to differentiate between legitimate news items and palpable advertising, they have attempted to force on editors material of a character that never should have been presented to them at all.3

Naturally, this has caused editors to see red. It has even led to quite a number of them refusing to publish legitimate news items that their subscribers, paying for news service, were rightly entitled to.

This controversy is a triangular one. The publisher is apt to leave out of the consideration his paid The manufacturer subscribers. generally means to be fair, but

'Some demand it in advance. Some cancel unless they get it. What's the poor editor to do? The poor editor falls for it—the other kind drops it all into the wide mouthed scrap basket.

"Here we have the typical attitude of the press agent. He is capable of giving final judgment as to what should be presented to editors. Every press agent has a perfectly good argument to prove presented to editors. Every press agent has a perfectly good argument to prove that his material is of the most vital importance. It makes no difference whether he is pushing the idea of endurance in the interests of an automobile durance in the interests of an automobile manufacturer or exploiting a new milk-ing machine. The editor under this ar-rangement is merely to assure himself that the "for immediate release" mate-rial comes from a good publicity man, then run it in his publication as is.

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sometimes fails in the effort because of entrusting his news service work to someone that doesn't know how to draw the line between news to which readers of certain classes of publications are entitled and trade announcements for which his employer should pay as display advertising, or readers, if he prefers.

Assuming that the publicity man is "onto his job" and sends out to publishers only items of unquestioned news value, has the publisher a right, in fairness to his subscribers whose money he is accepting, to refuse to publish it for their benefit, simply because in doing it some manufacturer derives some benefit he doesn't pay for? Since it is farm-paper publishers

that are agitating the question at this time, let us discuss the subject from the agricultural standpoint. A new piece of labor-saving farm machinery comes on the market. The manufacturer, for reasons of his own, may decide to advertise it at first only in a small way, using two or three sectional papers. Because other publishers cannot get the ad copy, are they justified in withholding from their paid subscribers the news that such a machine is out and how it works? It is not contended that the trade name of the machine should be mentioned, or that the name of the manufacturer

without doing this.

Has the editor or publisher a right to "take it out" of his subscribers because the manufacturer is not ready to use his paper as an advertising medium?

be given. That would, of course, make an advertisement of it, but

the news features can be covered

During the war, farm labor was very scarce; it is yet. Drainage work has been neglected because ditch diggers were not to be had. It was discovered that one man, using dynamite, could blast more ditch in a day than a dozen men could dig. Many farm publishers printed the news for the benefit of their subscribers; others refused because they could not get the powder manufacturers' advertis-ing. To publish the news it wasn't at all necessary to mention any manufacturer's name or his brands. What are a subscriber's rights in a case of this kind? What does he pay for when he subscribes to a paper? Isn't it news regarding the latest develop-ments in farming? Has a publisher a right to use him as a club to make a potential advertiser "come across?" And if the advertiser doesn't do it, to cheat the subscriber out of the news for which he is paying?

And now as to the publisher's own interests in the matter. What has the publisher to offer an advertiser? Nothing but white space? Doesn't the publisher care whether a manufacturer's advertising campaign in his paper is successful or not? Doesn't he realize that if an advertiser starts

^{*}The publisher and editor are the men who are to judge what is of interest to their readers—not the publicity man. The latter works for a certain individual manufacturer. He pleads a special cause and the reader doesn't want one side of a competitive argument presented to him in the news columns. He expects from the editor of his paper a judicial mind. The manufacturer who does not believe in employing press agents, but pleads his case openly in the advertising columns is placed in the position of paying more for his space than his competitor with a press agent if the news columns are opened for the latter's special plea.

^{*}Some of the editors may not have thought that dynamite was the only method of ditch-digging. They may have thought it better for the health of their subscribers to dig by hand, because dynamite has been known occasionally to demolish people. They may have presented to their readers automatic ditch-digging by labor-saving machinery "without mentioning names." The dynamite man sees only his side of the case and probably assumed that every editor who didn't enthuse about dynamite for ditch-digging was dominated by the business manager of the paper, who was sore because he didn't get dynamite advertising.

sore because he didn't get dynamite advertising.

The subscriber surely doesn't pay to have some anonymous press agent tell him about his one particular brand of development in farming. The manufacturer who has been endowed with the special ability to provide something of undoubted service to mankind, has also a responsibility. He ought to tell the world about it. That is what the advertising pages are for. There he can tell his story in his own language, in his own way and, take full credit for his great contribution to the world's good. The church which believes it has a great message to deliver does not hesitate to buy space to tell it in.



Agricultural Advertising Short Course New York



Three evenings—Wednesday, March 24th; Thursday, March 25th; Friday, March 26th; for Agencies and Agency men.

To meet the demands growing out of the great New York Demonstration, successfully put on at The Commodore January 13th, 14th and 15th, we are to give more definite and specific information about the Farmer, the Farm Market, the Farm Paper, and the opportunities the Farm Market offers National Advertisers, all to exalt the Buying Power of the Farmer and the Selling Power of the Farm Paper; especially intended for Advertising Agency men, the working force that has to do with soliciting, planning, preparing and placing of advertising in Farm Papers. Discriminating buyers of advertising space for National Advertisers and those who do art work, write copy, handle and care for advertising appropriations should be interested.

A Questionnaire has been submitted to the Agencies. They say they want it. Seven or eight specialists, statisticians, research men—men from the firing line, at work every day on the job—will bring the results of their knowledge and experience into service for the three evenings set apart for deliberation upon

FIRST, the Farmer—as a buyer, as a citizen and as a prospective customer for advertised goods, visualizing the Farm Market and its possibilities.

SECOND, the consideration of the best means of reaching him through advertising. What is necessary to win his

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confidence and his business, the papers he reads, the influences at work in making him a better customer, the Agricultural College, the Agricultural Department at Washington, Farm Bureaus, County Agents, and all supportive measures will be referred to. We mean the measures that encourage betterment of farm operations, home economics and management.

THIRD, the consideration of kind of advertising most suitable for reaching the Farmer, the catalogs, letters and literature that appeal to him, operating alike for the great mail order advertiser or those seeking dealer co-operation and distribution.

"It Is Safest To Use the Best"

The Farm Papers represented in the Agricultural Publishers' Association believe in constructive, co-operative, educational movements. A better understanding between Advertiser, Publisher and Consumer is desired. The Advertising Agent and his working force should be supportive of these measures. The farmer is encouraged in increased production, fair prices for farm products, closer and more intimate relationship between the City where he trades and the Country where he lives. Industry and Agriculture, co-operating together for the good of the whole nationwide business, depending upon the success of the Farmer. The Farm Paper is the connecting link, and you can reach the Farmer in no other way as effectively and economically.

In carrying out these activities we maintain a Speakers' Bureau, and just recently we have put out a revised edition of the Speakers' Bureau and Convention Guide booklet that you may have if you ask for it.



Agricultural Publishers' Association 76 West Monroe Street Chicago, Illinois



with a four-inch advertisement and it pays, he will not only continue to use the paper, but may use it oftener and may even, in the course of time, become a regular user of page space or even double page spreads?

Suppose a publisher can assist this growth of a manufacturer's business by publishing some perfectly legitimate news items regarding the article the manufacturer makes, mentioning no trade names or no individual manufacturer, and as a result, the advertiser is enabled to double his advertising expenditure, isn't it to a publisher's interest to do that, bearing in mind all the time that we are referring to legitimate news and giving the advertiser no

free advertising?

Conversely, if a manufacturer's advertising campaign in a certain publication is not successful, who loses? Only the manufacturer? No, the publisher as well. loses an advertising account which might under favorable conditions have become one of his best supports. Then why should a publisher, alive to his own interests, take the position he is doing something improper or unbusinesslike if he publishes an occasional item of legitimate news that helps a manufacturer to impress the subscribers to the publication? Why aren't the publisher and the manufacturer in the same boat, and if they are, why should the manufacturer take all the risks and pay all the expenses of running that boat and accept all the responsibility of keeping it afloat?

The writer at one time was handling the advertising of a certain proposition. It was going along very well in certain papers, most of which were publishing occasional news items on the subject but not mentioning the manufacturer's name or brands. were not making a dent in the interest of readers of a certain highly regarded farm paper. This publisher refused to publish any of our news items. We wrote him at one time and asked him if he thought there was any connection between his refusal to give his readers any news regarding the idea in his news columns and our failure to get results from our advertising. He said he did not think his readers were in-terested in the subject. We took him at his word and withdrew our advertising. He was sore. Said he was entitled to it. But was he? If his readers were not interested in news items on the subject, how under the sun could be figure they would be interested in advertisements about it? In fact they proved that they were not because they did not answer the advertisements.

We wrote a few of his subscribers to find out why. They said, "We can't believe that your proposition is practical. We have a great deal of confidence in its editorial staff. We never see that idea recommended in our paper. Thus it can't be any good."

"But," says the publisher, "suppose I receive news items from a manufacturer who is not an advertiser in my paper. Under those circumstances, should I publish the

news items?'

Yes, if they are legitimate news items of interest to readers of farm papers. What's the difference where a news item comes from if it is legitimate news and is written up as a news item and in no sense as an ad?"

Besides, the publication of the items may awaken an interest in the minds of the readers of the paper in the subject referred to Then later on, if the manufacturer of the commodity decides to use the advertising columns of

⁶Editors sometimes make mistakes, and use poor judgment in the reasons they give when turning down unavailable material. They also make mistake in what their readers are interested is. If they never made mistakes they would now be operating the transmitting end of a Ouija board.

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of a Ouija board.

The source from which a news item
or something "written up as a news
item and in no sense an ad" does make
a great deal of difference. If Bill Smith says something about the courty's financial condition it may be interesting; if the best known banker in the country says it, it is news. The source of competitive news is even more important. important. It is almost as important that it shall come from an uncontaminated source, as it is for a city's water supply. Statements from a bised source are seldom apt to be unprejuted. diced.

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that paper, he is almost sure to get better results from it at the start than he could expect if no news about his proposition had ever been published. The result would be that his advertising would be more likely to pay, and if so, would be continued and extended. There is the bread and butter side of the argument from the publisher's standpoint.

The object of this article has been to prove that the interests of publishers, subscribers and manufacturers who are advertisers or potential advertisers are linked. So far as publishers and manufacturers are concerned, they are in the same boat. If one goes down, both will, or at any rate, if the manufacturers go down, the publishers certainly will, although the manufacturers might get along in a crippled sort of a way without the publishers.

It would be a mistake for publishers to bind their editors by a hard and fast rule not to accept news concerning any industry simply because it comes to them through a manufacturer's publicity department. Most editors are men of discrimination and judgment. Of course, there are incompetent editors the same as there are incompetent publicity writers, but these should be weeded out rather than attempt to make a rule concerning news for the protection of the incompetent editor. crux of the editor's opinion whether or not to publish an item should be: (1) Is it legitimate news? (2) Is it news of a character to interest or benefit the readers of my paper?

The editor should never consider for a moment the source of the news, nor whether it may or may not help some manufacturer. If it does, so much the better. Let his business grow; help it grow. He will be able to advertise more heavily as a result. It is said the public's interest comes first in a strike controversy between capital

and labor. It is equally true that a subscriber's interest should come first with a publisher in deciding what news should be published.

Is it sensible to cut off one's foot to eliminate a corn on one toe? No, and it is no more sensible to eliminate a news item bethe manufacturer gets cause some indirect benefit from it. such elimination were carried to its logical conclusion, no paper would be able to publish any news except personalities. When the publishing business descends to that level, there will be no publications, as subscribers could not be found for such colorless litera-

⁸Absolutely.
³⁸No. But for comfortable walking and to "get there" in the shortest possible time the corn should be removed, Many people consider the press agent a corn on the foot of modern business.

Association's Ad Managers to Organize

The Motor and Accessory Manufacturers Association plans to organize an advertising managers council. This council, according to plans, will be a central clearing house for constructive co-operative work on advertising problems as they affect the automotive industry. The first meeting of the proposed council will be held in New York on March 26.

on March 26.

More than 300 companies manufacturing tires, parts, accessories, motors and general equipment for passenger automobiles, motor trucks, airplanes, motorcycles, bicycles, tractors and motor boats, are members of the Motor and Accessory Manufacturers Association.

New Accounts of Fidelity Agency

The Fidelity Advertising Agency, of Cleveland, has acquired the advertising accounts of Golden, Belknap & Swartz Company, of Detroit, manufacturer of engines; the Automobile Crank Shaft Corporation of Detroit, finisher of crank shafts; the Cleveland Worm gear Company, of Cleveland, worm gears and worm gear reduction units and the Laundryette Manufacturing Company of Cleveland, manufacturer of electric washing machines.

Jack Hanford Promoted with Winchester

Jack Hanford, who has been with the Winchester Repeating Arms Company, New Haven, Conn., for over a year, is now superintendent of advertising of that company.

They are not exactly in the same boat. The publisher owns the boat, is responsible for its course and pays its crew. The manufacturer can buy a passage at card rates. His publicity man is waving from the dock trying to get a ride on a free ticket.



HARDER WORK of syringe HARDER TIMES

BY HERBERT KAUFMAN

TIME, the sheriff, is knocking at the door; our debts are falling due. They can't be met with half efforts and half money. Cheap gold and dear labor won't pay the bill.

Europe is a temporary bankrupt with broken took and exhausted credit, demanding international succor. The pound, the mark, the franc, the lire are sick with inflation—ænemic, bloated parodies of what were once the soundest and safest tokens with which man ever bartered.

The Chinese abacus daily clicks another deprecia block. tion in the American dollar. At Canton a dime is buying less than a nickel bought four years ago.

The world's banks are full but the world's ware houses are empty-Treasury printing plants never This is pause and every other plant is running by a thirty minute clock.

We've watered our financial gasoline until the motors of industry don't respond. We're over-paying

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and under-getting. The whole universe is doping the pay envelope, bulking it with emasculated currency, handling the cost of living problem with a hypodermic wringe instead of honest surgery.

War has snarled economics into a Gordian knot which only slashing action can solve. The perilous rates of foreign exchange warn us to cut out profiteering, to cut out strikes, to cut out extravagance.

Folks across seas can't afford to shop in this th half market at prevailing discounts and prices.

Railroad, telephone, housing and agricultural development are held at a standstill by confiscatory interest charges, impossible labor costs and sky-hooting commodity advances.

We're damned with the curse of Midas, mad with n ever paper and pencil riches which find their true value at the clothing rack, the shoe counter and the butcher's precia block

We have two choices—harder work or harder times.

nevel This is one of Herbert Kaufman's Editorials in March-April

McCLURE'S

Coppright, 1920, by McClure's Magazine, Inc.

The Advertising Portfolio That Presents the Campaign as a Unit

General Electric Company Gives Dealers Thorough-Going Plan of Campaign Operations

PROGRESSIVE manufacturers go to great pains to supply their dealers with helps and aids of various kinds. They supply retailer with voluminous printed matter, advertising copy, electros, display cards, booklets, and what not, besides numerous sales hints and selling devices. But the results are sometimes disappointing both to the manu-facturer and the dealer.

In such cases the failure may often be traced to a lack of coordination. The various items of the general plan may be plentiful and elaborate enough, but they are not hitched to a definite programme and they are so loosely related that they are capable of being spread over too long a pe-

riod.

To secure the necessary coordination in advertising and intensification in sales through a definite period is the aim of the General Electric Company in supplying dealers with their 1920 prospectus, which is now being mailed. Its purpose is to outline the necessary activities for 100 days, April 12 to August 7.

The booklet is entitled "The 1920 G-E Fan Super Sales Campaign," is 111/2 inches by 19 inches in size, and presents features of the sales and advertising campaign in related form. Last year the campaign was called "A 100-Day Drive," the purpose of which was to sell in 100 days 100 more fans than had been sold during the previous year. The 100-day calendar, which was the big feature of that campaign and laid its important elements before the dealers day by day, has been retained in this year's plans. Other features of unusual merit make the 1920 campaign of special interest to sales and advertising managers. Several selling ideas

of value are contained in it. · The portfolio is printed in rather gorgeous style. It opens directly to a centre spread, which presents the entire campaign to the dealer at a glance. The five big features are represented by a picture of the human hand with fingers and thumb extended. The hand is labeled "Your Contact Points with Your Customers.

At the end of each finger, pictures are used to illustrate each of the "contact points," such as (1) Publications-the letters and folders sent to the dealer for distribution through the mail and over the counter to his customers. This first or uppermost page is shorter than the others. Each succeeding page is a little longer, the exposed lower edge of each page being tinted in a different color, the seven rainbow colors. An arrow under each of the "contact, points" on the uppermost page leads the eye down to the tinted edge of the page which gives full particulars on each point.

(2) Window Display-The dealer is told "Your show windealer is told "Your show window is the front page of your business. Your Super-Sales Campaign will find its most powerful selling force in Super-Window Displays." The arrow leads to the lower edge of the fourth page for further details of window displayers.

dow displays.

(3) Exterior - Refers to the signs furnished for use on the dealer's delivery car or truck; street-car cards; slides in motion picture houses; and personal demonstrations, in homes and offices. According to the arrow this "point" is expanded on

(4) Electrical Store-The dealer is urged to arrange "A well-equipped fan department in ha store with comfortable chairs, whirlin of far noints sugges Stock, Know Know (5) fers to

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whirling fans and an abundance of fan literature." The arrow soints downward to page 5, where "Know Your suggestions on Prices, Stock." "Know Your Know Your Talking Points" and Know Salesmanship" are given. (5) Newspaper advertising-Refers to local newspaper advertising by the dealer. The arrow points to page 6 where a profusion of ad cuts in single, double and triple column sizes are reproduced. The dealer is urged to

mediately and told how to order LOCAL AND NATIONAL ADVERTISING CO-ORDINATED

the cuts he will want to use

ohn his newspaper campaign im-

These five contact points, the dealer is shown, are supplemented by (6) the national magazine advertising of the General Electric Co., and (7) newspaper advertising by the company's distributors. The two lower pages of the portfolio present these features very elaborately. For example, the section on national advertising carries page-size reproductions of the advertisements that will appear in the general magazines, with dates of issue, with the injunction to the dealer to "Follow up this advertising with intensified local publicity." The section on distributors' newspaper advertising carries a full display of the advertisements to be used.

The mechanical make-up of the portfolio is unusual. The pages are not arranged in the ordinary "hook" style but are printed in sheet form, like posters, and stapled together at the top. .The uppermost sheet is the key to the arrangement, and the seven rainhow colors designate the seven features of the campaign. On the back, or inside, of this upper sheet is a full page "view" the field for sales, represented by marginal illustrations in the form of photographs of railroad offices, restaurants, business offices, hospitals, department stores, the-atres, factories, halls, hotels, banks, clubs, apartments and homes.

The rainbow fan, one of the big features of the 1919 campaign, representing the seven colors of the rainbow, is used in a somewhat more distinctive form as the window display in this year's campaign. It is called the Super Rainbow Fan. It consists of a dark setting on the "shadow box" principle containing a scenic representation of a distant mountain with a lake in the foreground. Behind the mountain and against the dark sky a rainbow arch in all its natural colors flashes and changes from moment to moment. The painted waters show the representation of the rainbow, and the whole setting oscillates slowly so as to catch every eye. New colored disks have been devised to give the rainbow effect and the whole mechanism is attached to a 12inch oscillating motor. The rainbow fan is made the central feature of a number of effective displays.

The G-E Fan Sales Calendar is a part of the portfolio. It is perforated along the upper edge so the dealer may easily remove it and hang it up in his store. A space is provided for every day of the campaign. Opposite April 12, the opening day, is printed, "The Super Sales Campaign is on! Study the plan once more." Other spaces contain notices such as the dates upon which national magazine advertisements appear. Plenty of blank spaces are provided in which the dealer may note features of his own. Instructions on the calendar read: "The campaign that is well planned is half won. The Super Sales Campaign is crowded with splendid possibilities, and will bring you golden returns if you carry it out according to a well-ordered plan. Make this Calendar a guide to Super-Success."

W. C. O'Donnell in Czechoslovakia

William Charles O'Donnell of Chapin & O'Donnell, New York, has returned to Europe and for a year or more will be located in Czechoslovakia, engaged in educational work.

Mar. 18.

CC

104,957

Gain in 14 Months

January, 1919 - - 314,935 February, 1920 - 419,892

Gain for period - 104,957

- /

Only 3 Evening Papers

in the United States have more than 400,000 circulation:

-the N. Y. Evening Journal

-the Chicago Evening American

-the Philadelphia Bulletin

and two of them are Hearst newspapers.



CHICAGO OFFICE: 326 W. MADISON STREET

. 18, 1920

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CHICAGO'S LEADING EVENING PAPER

The Chicago Evening American

continues to *increase* its dominating evening circulation position. The net paid circulation of the Evening American for February, 1920, was

419,892

leading the second evening paper's circulation (395,891) for the same month by 23,911 copies.

Here is compact mass-movement personified for the national advertiser profitably to use:

Chicago—the Great Central Market, and Chicago's *Lead*ing Evening Newspaper to carry the advertiser's message into 420,000 prosperous homes.

The combination is unequaled— Try it and see!

Evening American

EVENING NEWSPAPER

NEW YORK OFFICE: 2 COLUMBUS CIRCLE

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L. B. Dudley Heads Adcraft Oval Label Will Not Be Club of Detroit

Lynn B. Dudley, advertising manager of the Federal Motor Truck Company, was recently elected president of the Addraft Club of Detroit. Mr. Dudley succeeds Harvey Campbell.

Joseph B. Mills, sales manager of the J. L. Hudson Company, was re-elected vice-president of the club.

The directors chosen are: H. P. Breitenbach, Otis G. Morse, J. Fred Woodruff, George W. Cushing and Gordon K. MacEdward.

Regal Shoe Company Has New Advertising Head

The advertising of the Regal Shoe Company, Boston, is now under the supervision of A. Pettingell, formerly assistant advertising manager of The Gillette Safety Razor Company, Boston. Until recently both the advertising and sales promotion work of the Regal organization have been under one head.

Theodore Berg with Bauman Clothing Co.

Theodore Berg, formerly advertising manager of Bloomingdales, New York, has been made advertising manager of The Bauman Clothing Corporation, New York.

S. Dublirer, who has had charge of advertising, is now sales manager of the corporation.

Gilchrist and Schmidt with Cleveland Agency

W. C. Gilchrist, formerly with Dippy & Aitken, advertising agency, Philadelphia, and J. H. Schmidt, formerly asphia, and J. H. Schmidt, formerly as-sistant publicity manager of the Na-tional Carbon Company, Cleveland, have joined Lloyd W. Young, advertising agency, Cleveland.

John Reder Joins Mayers Dealer Service

John Reder, formerly art and production director of the Display Service Company, New York, has become a member of the art staff of The J. R. Mayers Dealer Service Company, Inc., New York.

O. S. Annable Joins Murray Howe Agency

O. S. Annable, who has been advertising manager of the Franco Electric Corporation. flashlights, Brooklyn, is now with Murray Howe & Co., Inc., advertising agency, New York.

The Hanser Agency, Inc., Newark, N. J., has obtained the advertising ac-count of Samuel Jones & Co., Newark, manufacturers of non-curling gummed papers.

Dropped by Armour
Armour & Co. will not cease to use
the "Oval Label" in advertising wis
the abandoning of its grocery lines, is
which were included such products a
canned fruits and vegetables, gracjuice, fish and condiments.
In a discussion of this question is
"Armour's Better Business Bulletia," it
a stated;

"Armour s is stated:
"We will always have an Oval Label line of quality packing-house and dairy products, and every Oval Label item to the dealers' shelves will have the full factor of the continued magazine and the continued magazined and the continued magazined the dealers' shelves will have the full benefit of our continued magazine and newspaper advertising. The consumerarket for Armour Oval Label fosis is greater to-day than ever before, and dealers who handle the full line of these rapid turn-over items are one stantly building up their sales of high quality package foods."

A New National Washing Machine Campaign

A national washing machine adve-tising campaign will be undertaken in April for the Federal Electric Cam-pany by Cross & Simmons, Inc., al-vertising agency, Chicago.

This agency has recently obtained the accounts of the Brown Portals Conveying Machinery Company, Chi-cago, manufacturer of portable conve-ing and piling machinery, and Becke Brothers, Chicago, manufacturers of the Universal Test Bench for sub-mobile service stations, and brushes is mobile service stations, and brushes for motors, generators and magnetos.

F. B. Harrison with Beaumont "Enterprise"

Frank B. Harrison, who has been associated with the Corpus Christi, Tex. Caller during the last eleven year, being general manager for the last steen months, is now with the Bear teen months, is now with the Ben-mont, Tex., Enterprise as assistant gre-

charles M. Petter has been made business manager and Charles Roster in made director of advertising of the Caller.

C. O. Powell in New Work

C. O. Powell, who for the last yes has been assistant commissioner for the Associated Metal Lath Manufacturen, has taken a place in the sales prometion department of the Bailey-Drak Company, Chicago, national sales agent for automotive accessories and garage equipment.

Payne Jennings Leaves "Metropolitan"

Payne Jennings, who has been well-ern manager for the Metropolitan May arine for the last two years, has a signed to become vice-president as sales manager of the Machinists' Suph Company, Chicago.

18, 1930 Be Be I e to me ng with lines, in ducts as grape stion in letin," it al Label and dairy item on the full time and onsumer el foods

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hen Anthony Hope visited America, he spoke to the Lotos Club of "the gold of your cordial reception, which still sits on my heart as too much undeserved."

And yet Sir Anthony cherished the applause as a symbol of his accomplishment.

And it is in this spirit that I publicly thank the Cleveland Advertising Club for announcing me, on the occasion of a recent address, as "The country's foremost expert on copy, whose word is accepted throughout his profession."

JAMES WALLEN

Persuasive Advertising Copy

STUDY: EAST AURORA'N'Y

Conrier-Lournal

LOUISVILLE :

Built With the Eternal Mortar of Character and Intellect

Titans of journalism builded
The impregnable foundations of The Courier-Journal;
Prentice and Watterson and Haldeman were the masons,
The stones they set one upon another
Could not have been moved by ordinary men.

With eternal mortar

Of character and intellect and foresight, The stones have been held together, and this newspaper Stands upon such footing. The girders of its super-

structure, Breadth and Character and Courage, Thought and Principle,

Are worthy of its foundations, and between them
The stained windows shine out; the news columns,
Heart of a journal's endeavor. In The Courier-Journal
These are accurate mirrors of the activities of the
nation.

They are polished and direct reflections
Of the surging world. Their theme is Facts,
Immutable and honest, not concerned with whether
They suit the opinions of the Editors. Like the actors
before Hamlet,

Their function is to set down what is written for them, What has actually happened and not what Somebody wanted to happen. The editorials Are the voice of The Courier-Journal, strong and

Addressing not only a city and state, but a nation. For the great audience won by the genius and spirit Of the Titans who went before still harkens To The Courier-Journal, knowing it is representative And patriotic and able and a landmark,

And part of the history of America, a voice of true progress,

A Heritage, a Present Force and a Future Promise With its history as much before it as behind. In all departments, news and features and art, The Courier-Journal is a metropolitan newspaper,

For it belongs to the breed of Argus; and it has a soul; And it will ever see all things and will not die.

Dating Back to the Presidency of Andrew Jackson in 1830

LOUISVILLE TIMES

Part of Every Good American Family In Its Home Town

The Times covers Louisville every evening As a warm, friendly elderdown quilt, With a parti-colored silk facing, Covers old walnut bedsteads in real American homes. Its goal is always Kindness and Courage. Its motto is "One Hundred Per Cent American," And every day it tries to live up to that. Its first consideration Is to give the news. After all That is what people want first in a newspaper. It keeps comment and opinion out of its news-columns As vigorously as it tries to put them into its editorials On this theory: Whatever your predilections In politics, religion or society, you want the news; You want it fairly stated; and you want it all; You do not want the news columns to lead you. You do not want them to be full of deceitful color, Yellow, or otherwise. Straight news columns are The substance of a true newspaper: its conscience Can be found in its editorials. This is The Times idea. In cartoons, in daily features, in type-dress, (Which is the countenance of a newspaper) It is complete, alive, good-humored; a sort of Journalese Thackeray. It is to its readers Their information; their pleasant and cleanly gossip; Their producer of smiles and chuckles; the impulse That bids them put on their thinking caps. Like the News of Chicago, the Star of Kansas City. That other Star of Washington, and that other News Of Indianapolis, The Louisville Times is a part Of every good American family in its home town. And the more kids and kindness they have, the better They like The Times.

Established the Year of Grover Cleveland's First Election In 1884

The Secretary of Agriculture "Sells" His Department

E. T. Meredith's "Copy" Brings Results

A GOOD piece of copy must get interest and create action. When Mrs. Jones tells her husband there are burglars downstairs, he turns over and says, "Let 'em burgle," but when she says a minute later, "John, I think I hear them fussing around the cellar," John is out of bed and downstairs in a jiffy. Her last copy got interest and action.

With this story, E. T. Meredith, the new advertising Secretary of Agriculture, caught the attention of his big audience of New York business men at the Council meeting of the Merchants' Association of New York, at the Hotel Astor,

on March 12.

From that point on he sold his department to men who had previously thought the Agricultural Department was for farmers only. He talked as a man who had been sent by business men to look over a big plant which they owned and which touched every portion of their life, from the breakfast-table

to their bank roll

Wm. Hamlin Childs, toastmaster, and known to advertising men as the owner of Bon Ami, New Skin and Barrett Specification Roof, had some good-natured fun with the Secretary in introducing him. He spoke of the way Mr. Meredith, as publisher of Successful Farming, was able to sell space to advertisers, and that he for one could accept his resignation as president of a big advertising association, as so good a salesman might have taken all his money.

Mr. Meredith kept closely to his text of "there are burglars in the cellar," and pointed out conclusively the false economy on the part of Congress. He showed how by cutting down an appropriation a few thousand dollars it ran the risk of losing millions of dollars in decreased production of farm products as a direct result.

His speech was received with great applause and the merchans present crowded around at its onclusion to congratulate him. He

said in part:

"I fear that if I should ask the average business man what he knows of the Department of Arriculture, and what he thinks of it, he would say, 'Why, there is such a department, I know, but I am not a farmer. Yet, the Department of Agriculture is performing for you every day, one and over and over, in your bus-ness matters, in your every-day life, services that I fear many have failed to realize. I hope to talk to you as your representative who has been in Washington making a preliminary survey of the plant you have there, of the organization, to tell you some of the things it is doing, and to ask you if I may, whether or not it is worth the money.

DEPARTMENT'S ACTIVITIES

"We have 21,000 employes, something over 4,000 of them in Washington and 17,000 throughout the United States. The 17,000 come in contact day after day with the farmers and with the business men throughout the country. They have to do with the county agent work, with the eradication of diseases among livistock, plant diseases, insect pests market reporting, weather service, the protection of the forests, and thousands of other activities.

"I want to point out some we the places that the department comes in contact with you. In the first place, realize this, that he industry the Department of Agriculture is designed especially to serve has an invested capital of over eighty billions of dollars. You can take all the railroads in America, all the manufacturies institutions—iron, steel and all the rest—some seventy-five other in-

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dustries—add them all together, and you will have just met the capital invested in this business of agriculture. The agricultural and live-stock product last year was twenty-five billions of dollars, equal in one year to our national debt at the present time—one-half the wealth of France.

"Isn't it a big subject? Isn't it something worthy of attention? Isn't it something worthy of this 'only ten or twelve million dol-lars?' How do these bureaus come in touch with you? Take one feature of the work of the Bureau of Animal Industry. Why, the ham you ate this morning for breakfast was passed upon by an inspector of the Bureau of Animal Industry. The method of handling your eggs in storage and transportation has been studied and improved; the Bureau of Chemistry has seen to it that there are no injurious ingredients in your catsup. When you put maple syrup on your cakes, it has seen to it that if the product was labeled maple syrup it was maple syrup. The cotton in your automobile tires is stronger and more durable than that used in the past, because the department has developed long-staple cotton industries; has taught farmers how to produce cotton of better fiber. Your clothes-the department touches you there not only through its work with cotton and wool but through its extremely valuable results in developing dyes and dye materials which will help to make us independent of foreign sup-

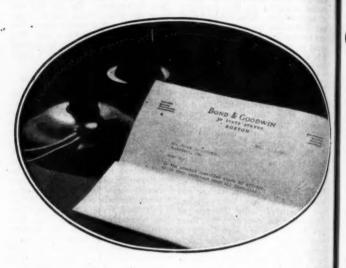
"There isn't a more earnest, more loyal group of men and women in America than I have found in this department. young man who is of the utmost importance to the department and to me, so far as my effectiveness is concerned, had on his desk, when I came to the office, an offer from a commercial concern of an income of \$325 a month more than what the Government paid him. He asked me what I would advise. I said, 'I would advise you to take it, and then I will veto it, because you must not take it, in the interest of the hundred millions of people in America.' He is vital to the department. He did not accept the offer. There was a chemist who has had seven offers. He is now drawing \$5,000 a year. His last offer was \$16,000; he turned it down, saying, 'No, I will serve.'

HOW PRODUCTION HAS GAINED

"Production also has kept up with the increase in population. Fifty years ago, or during the period from 1856 to 1874, the average production per capita of the six principal cereals was thirty-eight bushels. From 1905 to 1914, it was fifty-two bushels, an in-crease of fourteen bushels. The production of corn increased from iwenty-three bushels to twentyseven bushels per capita. Wheat increased from six and one-fifth to eight bushels; oats from four three-quarters to thirteen and bushels; cotton from thirty-six to sixty pounds per person; and milk from eighty-four gallons in 1899 to ninety-six gallons in 1919.

"Another thing the department has introduced is the Smyrna fig. but at first the trees would not bear fruit. By careful observation it was found that certain small wasps were the fertilizing agents. The wasps were brought over and still the fig trees were infertile, would not produce. By careful observation and study it was discovered that, beside the Smyrna fig, the wasp required the Capri fig to breed in. The Capri was brought. With the wasp and the Capri fig and the Smyrna fig together, it is all settled and soon America will be producing her own high-quality figs.

"There is an interesting story about dates. There is a date industry in America, and it is producing a better date than you can find in any other place in the world. Some of the best dates have but few offshoots a year through which the trees can be multiplied. The inferior dates have twenty or thirty offshoots per year. To prevent the planting of the inferior trees, the department sends to Egypt for offshoots of



SYSTEMSE

Prepared by The H. K. McCann Company

The Voice Unheard

The telephone carries more than your words. It carries your voice. You know! It's not only what you say, but how you say it.

Same way with your letterhead. It's your "voice in the mails"—the voice unheard. Your correspondent gets an impression before he gets the message. Make that impression a favorable one. And it will be, if your letterhead is of Systems Bond. Systems Bond gives you a letterhead that serves as a fitting introduction to the meat of your business message. It is crisp. It is substantial. And, though your correspondent may not realize it himself, it gives him respect for your house.

The toughness and crackle of Systems Bond are due to its rag fibres and its loft-seasoning. And yet, with all its firm body, its close-knit texture and its pleasing finish, Systems is sold at a business man's price. It is wholly a practical "buy" for the shrewdest of purchasing agents.

Ask your printer's opinion. Have him quote on Systems for your letterheads next time. Obtainable from coast to coast

—and uniform from year to year.

Systems Bond is the standard bearer of a comprehensive group of papers—a grade for every Bond and Ledger need—all produced under the same advantageous conditions—and including the well-known Pilgrim, Transcript, Atlantic and Manifest marks.

EASTERN MANUFACTURING COMPANY

501 Fifth Avenue

Mills at Bangor and Lincoln, Maine

New York



BONDE

The Rag-content Loft-dried Paper at the Reasonable Price

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the choice varieties. Four thousand dollars spent now means tens of thousands saved in the future.

TO ADVERTISE THE DEPARTMENT

"I am going to resolve myself into an advertising manager of the Department of Agriculture, because if I can increase by five per cent, ten per cent, twenty per cent, thirty per cent, fifty, or any other percentage, the number of people -farmers, business men, and others-who are taking advantage of its services, then I feel that I have accomplished part of what I would like to do in the interest of the whole country. In that I want your help; I want your co-operation; I want you to know what this department is doing.

"I want your help even more directly than that. Do you know that if the daily papers in New York were to say to me to-day, 'Meredith, we would like to run some copy on the garden bulletins and on the home economics bulletins which will teach the young housewives how to save; we will give you a hundred thousand inquiries,' I would have to say, 'No, I am sorry, but do not do it, because we haven't the bulletins and we cannot print them; we do not have the money.' Four-fifths of all the Farmers' Bulletins that are printed must go to Congress for the Congressmen to divide, leaving only one-fifth for the Department to distribute.

"I have told you some of the things the department has done. Are you going to keep this wonderful product-service-from the people-this wonderful product that you are manufacturing? It is not wholly the problem of the Department of Agriculture, because we are only your agents. You are manufacturing this product, and that product is service. I would like to double the number of customers. I want to increase the sales of this organization. In other words, I want to bring home to every man and woman in America this wonderful service.

"I wish to call attention to some of the men who have left the de-

partment during the past year in order that you may have proper regard for and due respect and appreciation of their ability, I have a list here of a few of them. The first on the list is an expert in the Office of Farm Management. He was drawing \$3,500 a year. and went to a new position at \$6,000 a year. The next is another expert in the same office, getting \$2,500; he went to the International Harvester Company at \$4,500 and a bonus. Here is a crop estimator at \$2,200 a year. who went to a \$4,500 position. In the Bureau of Chemistry one man drawing \$3,000 went to the National Canners' Association at Another receiving \$1,500 \$6,000. left to be the Eastern representative of a Louisiana concern at Fifteen hundred dollars \$10,000. to \$10,000 is a big jump, but he is worth it. Another expert who was getting \$3,700 went with a commercial concern at \$10,000. In the Forest Service a man receiving \$1,600 left to take charge of a stock farm at \$5,000. A box inspector at \$2,000 went to a Chicago lumber company at \$4,800. A chief of one of the bureaus re-ceiving \$4,500 resigned to accept a position with a commercial concern at \$20,000. These are only a few. I could go on citing such cases for an hour or more, but I want you to bear this in mind: Those who are still there are of the same type and worth the same money in commercial enterprises. All I ask is that they be equipped to do their work.

DOING A WONDERFUL SERVICE

"My attitude towards these men is that they are rendering a wonderful service. It is up to you and me and everybody to get behind them. Don't give Congress, don't give anybody anywhere the idea that they are slackers and loafers, or wasters; but give them credit for what they are—public benefactors, serving you and me and every industry in America, because the Agricultural Department, as I have said, touches you in more places every day, as I verily believe, than any other de-

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s I department of the Government, not only as it contributes to the stability of your business in looking after agriculture, the very foundation of all business, but as it comes in contact with your daily

"I ask as you go along each day that you remember that the farmer is a sturdy fellow, a good American citizen; that agriculture is the foundation of our prosperity, our very country, and that in having a helpful, intelligent interest in agriculture and a spirit of cooperation in its behalf, you are doing well for yourselves and our Nation as a whole."

Hobart and Gallagher Join Corday & Gross

The Corday & Gross Company. Cleveland, has obtained the services of G. H. Hobart, Jr., as a member of its sales staff. Mr. Hobart was until recently Iowa branch manager at Des Moines for the Seaman Paper Company. He was formerly advertising manager, for Northrup King & Co., seedmen, of Minneapolis, and for seven years in advertising and sales work with the James Bayne Company, printer, Grand Rapids, Mich.

Fred C. Gallagher, formerly in the advertising department of the Vacuum Oil Company, New York, more recently connected with the Walter F. Zimmer Company, advertising agency, Detroit, has also joined the Corday & Gross organization as a member of its Corday 80 Gross Company.

Gross organization as a member of its copy staff.

Two New Accounts With Callaway Associates

The advertising accounts of the Simplex Time Recorder Company, Gardner, Mass., and the Tyer Rubber Company, maker of "Tyrian" tires, Andover, Mass., are now being handled by The Calaway Associates, Inc., Boston.

Tea and Coffee Campaign in Newspapers

Critchfield & Company, Chicago, have secured the advertising account of the Atwood Company, coffee and tea importer of Minneapolis. An advertising campaign is being arranged for the newspapers of the Northwest.

Sewing Machine Account With Clarkson A Collins, Jr.

The advertising account of the Willcox & Gibbs Sewing Machine Co., New York, has been put in the hands of Clarkson A. Collins, Jr., Inc., advertising and sales service, New York.

John Mackintosh, of Toffee Fame, Dead

John Mackintosh, head of John Mackintosh, Ltd., toffee manufacturer, died recently at his home in Halifax, Eugand. Inc London Dady Mait gives the following short sketch of Mr. Mackintosh's life:

Mackintosh's lire:
"Originally a factory operative, at twenty-one air. Mackintosh began to manusacture toffee. He made it in a pan on the kucnen fire, and his customers were children from the neighbor-

tomers were children from the neighborhood, demanding their 'haporths.'
"The demand grew, and young Mackintosh left the factory to devote all his energies to toffee. By business acumen and clever advertising he built up a g. cat business. All England and a sair proportion of the Continent, the United States and Canada munched his sweets and read his advertisements. His sweets and read his advertisements. His

sweets and read his advertisements. His mills at Halitax are claimed to be the largest of their kind in the world.

"At one time along all the great railway lines were the mystic letters in a vertical sign 'M. T. de L.' Travellers speculated about them until they reached a great advertisement of the toffee de luxe."

Mr. Mackintosh had spent some 50,000 pounds in trying to put his toffee on the American market. Frank G. Smith, vice-president of Collin Armstrong, Inc., recently said that during a visit he paid Mr. Mackintosh at Halifax, England, a short time ago, Mr. Mackintosh said that he hoped to reap much benefit from his investment in American advertising.

American advertising.
J. Walter Thompson has said: "Mr. Mackintosh was the only man in Great Britain who ever came to me and said he wanted to advertise in the United States—all the others had to be talked into it."

L. W. Staunton With Westinghouse Company

L. W. Staunton, who has been a member of the advertising department of the Betts Machine Company, Rochester, N. Y., is now with the Westinghouse Electric and Manufacturing Company, East Pittsburgh, Pa., as associate editor of "Contact" and "Circle."

W. H. Beers With Judd Publishing Co.

William H. Beers, who has been as-sociate publisher of The Fourth Estate, New York, is now vice-president and general manager of the Joseph A. Judd Publishing Co., Inc., New York, pub-lisher of Arts and Decoration, Inland Merchant and Dry Goods Guide.

and Wittschen Join Lane Verree & Conklin

John D. Lane and Harry Wittschen have joined the soliciting staff of Verree & Conklin, Inc., newspaper represen-tatives, New York.

. Jay Baxter

When the former is combined with solid black, good printing and highly artistic technique results.

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BEN DAY AND THE SILHOURTTR

ylı			Earnest Elmo Calkins 9	Collier Marshall 11	Frank Tomlinson 13	. John Harty 14	gston Larned 17	Samuel Dave 18	D. Stuart Wobb 21
Printers' Ink Monthly A Journal of Printed Salesmanship	MARCH, 1920	Table of Contents .	THE SECRET OF BUYING IDEAS. Advertisers who approach the man who creates, originates, in the spirit of expecting conclining good, will get it.	SUPPOSE PIETER DE HOOCH WERE ON YOUR ART STAFF! Gollier Marshall Have you ever thought how wonderfully that great Dutch painter and his colleagues would have illustrated advertising?	A Goddess Advertises Tea Frank	WHAT WOULD ALI BABA HAVE SAID IN POSTER OR CAR COPY? He opened a robhers' cave with two world, but how would he fare with a consumer's purse?	MOTHER COMES INTO HER OWN	DISTEMPER COLORS ARE ATTRACTIVE Although they have become a lad with some artists, they produce an effect all their own.	

D. Stuart Webb

Although they have become a fad with some artists, they produce an effect all their own.

MAKE YOUR BANK CHECK AN ADVERTISING ASSET

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	23	35	40	45	20	65	63	† 9	29	71	87	92
MARE TOOK DANK CHECK AN THINK HOUSE	LAYING OUT THE TITLE PAGE	Manufacturers who are seeking better retail co-operation should give this medium carreful consideration.	BEN DAY AND THE SILHOUETTE . Jay Baxter. When the former is combined with solid black, good printing and highly artistic technique results.	HANDLING 280,000 MAIL ORDERS EVERY WEEK. G. A. Nichols Montgomery Ward & Co. have originated an operating department which does that and more.	ADVERTISING RECOLLECTIONS OF A QUARTER CENTURY J. M. Campbell An advertising manager who regards himself as an outsider never will be burdened with a coupon clipping task.	How I Used My Imagination in Buying Paper	READ A CLIENT'S LETTERHEAD AND NOT HIS PALM The character of a concern's basiness stationery often reveals interesting secrets to the advertising writer.	UNCOVERING THE ILLUSTRATIVE FEATURES OF TYPE. James Orr Bostwell Pictures are in vogue, but it is entirely possible to give plain text an 'attractive pictorial form.	FRAME A POLICY FOR YOUR DIRECT ADVERTISING Frank H. Williams	MAKING RECIPE BOOKS APPETIZING Helen A. Ballard How many national advertisers employ the glorified cook-book in selling their product.	REVISED IDEAS ON FOLLOW-UP	SELLING BETTER SCHOOLS

Published Monthly by Romer Publishing Company, Inc.

John Irving Romer, President; Richard W. Lawerger, Fire-President; David Marcus, Treasurer;

Raymond Welch, Secretary.

Executive and Editorial Offices, 185 Madison Avenue, New York City, N. Y.

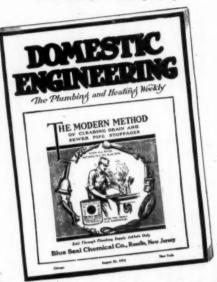
Issued tenth of every month. Subscription price, U. S. A., \$1.00 a year; Canada, \$2.00 a year.

Advertising rates: Page, \$180 (429 lines); two-third page, \$10 (286 lines) in one-third page, \$70 (143 lines). Space smaller than one-third page, \$20 cents a line. Minimum, one lineb.

In the Plumbing and Heating Field

DOMESTIC ENGINEERING

The Plumbing and Heating Weekly



DOMESTIC ENGINEERING published during 1919 more than twice the number of advertising pages of any other publication devoted exclusively to this field.

As an advertising medium, the value of DOMESTIC ENGINEERING is clearly shown. Among the manufacturers who use it are listed a large percentage of the national advertises in the plumbing and heating field.

Its readers represent the potential buyers—the cream of the trade.

DOMESTIC ENGINEERING maintains a Research Department to assist the advertisers and agencies, which is at your disposal.

DOMESTIC ENGINEERING

The Plumbing and Heating Weekly
407 South Dearborn St. CHICAGO

Member Audit Bureau of Circulations Member Associated Business Papers, Inc. 1

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Monthly

Third Installment of Employee's Magazines

List of Another Hundred Publications Whose Principal Purpose Is the Improvement of Relations Between Employers and Employees

American Chain Co., Inc., Bridge-port, Conn.: "Connecting Links." American Optical Co., Southbridge, Mass.: "Wellsworth Life."

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Mans: "Wellaworth Life."
The American Pulley Co., Philadelphis: "Pulley Truth."
American Rolling Mill Co., Middletown, Ohio: "Armeo Bulletin."
American Stubber Co., East Cambridge, Mass.: "The Shield."
American Steel Foundries, Chicago:
The Octagon."

American Steel Foundries, Change The Octagon."
American Writing Paper Co., Holyoke, Mass.: "Eagle A' Unity."
Anaconda Copper Mining Co., Butte, Montana: "The Anode."
Art Metal Construction Co., Jamestown, N. Y.: "Art Metal Welder."
The Atlas Underwear Co., Piqua, Ohio: "The Atlas World."
Babson's Statistical Organization, Inc., Wellesley Hills, Mass.: "Log of the Crew."

Inc., Went

the Crew."
Baker-Vawter Co., Benton Harbor,
Mich.: "Partners."
The Bausch & Lomb Company,
Rechester, N. V.: "Reflector."
Berkey & Gay Furniture Co., Grand
Rapids, Mich.: "Shop Mark."
The H. Black Co., Cleveland: "Wool-

News.

tex News."
Black & Decker Manufacturing Co.,
Baltimore: "The Hex."
Boston Rubber Shoe Co., Malden,
Mass.: "The Co-operator."
S. F. Bowser & Compuny, Inc.,

er & Company, Inc., Ind.: "The Bowser Wayne,

Buffalo, Rochester & Pittsburgh Rail-ad, Rochester, N. Y.: "Buffalo, oad, Rochester, Rochester and Pittsburgh Railway Em-

Rochester and Pittsburgh Railway Employees Magazine."
E. W. Burt & Co., Inc., East Lynn,
Mass.: "Grippertown News."
F. N. Burt Company, Ltd., Buffalo,
N. Y.: "Burt's Box Bulletin."
A. M. Byers Company, Pittsburgh:
"The Byers Piper."
Control Maire Payer, Co. Appunts.

Central Maine Power Co., Augusta, Maine: "The Exciter.", Chevrolet Motor Co., Flint, Mich.: "Chevrolet Accelerator."

Chevrolet Accelerator."
Chevrolet Accelerator."
Chevrolet Accelerator."
Checago: "The Bell Telephone News."
Cleveland Worsted Mills Co., Cleveland: "Worsted News."
Clinton Win Clab Company. Clinton

Clinton Wire Cloth Company, Clinton,

Chinton Wire Cloth Company, Chinton, Mass. "The Live Wire."
Clinton-Wright Wire Co., Worcester, Mass: "Wright Idea."
Colorado Fuel & Iron Co., Denver, Colo.: "Bulletin."
The Columbia Graphophone Co., Bridgeport, Conn.: "Tonearm."
Commongath Stad Co. St. Louis. Commonwealth Steel Co., St. Louis, o.: "The Commonwealther."

The Conkin Pen Mfg. Co., Toledo, Ohio: "The Conk."

The Consolidated Coal Company, Fairmont, W. Va.: "The C.C.C. Moathly Magazine."

Consumers Power Co., Jackson, Mich.:
"The Au Sable News."
The Detroit Edison Company, Detroit: "Synchroscope."
The Diem & Wing Paper Co., Cincinnati: "D. & W. Accelerator."
Henry Disston & Sons, Philadelphia:

Henry Disston & Sons, Philadelphia: "Disston Bits."
Doehler Die-Casting Co., Toledo, Ohio: "Doehler Review."
Duffy-Powers Company, Rochester, N. Y.: "The Hummer."

Eaton, Crane & Pike Co., Pittsfield, Mass.: "Pull Together." Erie Railroad Co., New York: "Erie Railroad Magazine."

Railroad Magazine."
Fairbanks Co., New York: "Fairbanks O.K. News."
William Filene's Sons Co., Boston:
"The Echo."

Flint Vehicle Factories Mutual Bene-Ass'n, Flint, Mich.: "Vehicle

Worker. The Geometric Tool Company, New Haven, Conn.: "The Geometric Com-

William L. Gilbert Clock Co., Ved, Conn.: "Make Gilbert Better. Globe Machine & Stamping

sted, Conn.: "Make Gilbert Better."
Globe Machine & Stamping Co.,
Cleveland: "The Orbit."
Goldwyn Distributing Corp., New
York: "A Family Affair."
W. R. Grace & Co., New York: "The
Grace Log."
Peter Gray & Sons, Inc., Cambridge,
Mass.: "The Graylite."
Great Western Surger Company Dep.

Mass.: The Graylite.

Great Western Sugar Company, Denver, Colo.: "Sugar Press."

Hallet & Davis Piano Co., Boston:
"Chords & Discords."

Harrison Supply Co., Boston: "Harrison Magazine.

Hendee Mfg. Co., Springfield, Mass.: "Honest Injun." The Joseph Horne Co., Pittsburgh:
"The Horn-Pipe."
E. F. Houghton & Co., Philadelphia:

E. F. Houghton & Co., Finiageipnia:
"The Houghton Pay Envelope."
Hygrade Lamp Co., Salem, Mass.:
"The Hygrade Triangle."
Iver Johnson Arm & Cycle Works,
Fitchburg, Mass.: "The Hammer."
The Joseph & Feiss Co., Cleveland:
"Clothcraft." "Clothcraft.

Motor Company, Detroit: Lincoln "The Lincolnian.

"The Lincolnian."
David Lupton's Sons Co., Philadelphia: "The Luptonite."
Michigan Lubricator Co., Detroit: "The Lubricator."
The Monitor Stove Co., Cincinnati: "The Monitor Family Circle."
H. K. Mulford Company, Philadelphia, Pa.: "The Keystone."
Neuss. Hesslein & Co., Inc., New York: "Nehesco News."
The New Departure Mfg, Co., Bristol, Conn.: "New Departure News."
New England Telephone & Telegraph Co., Boston: "New England Telephone Topics."

Mar. 18.

Newburgh Shipyards, Inc., Newburgh, N. Y.: "Fore An Aft."
Newport News Shipbuilding & Dry Dock Co., Newport News, Va.: "The Shipbuilder."

Shipbuilder."
Nordyke & Marmon Company, Indianapolis: "The Marmon News."
Nunn, Bush & Weldon Shoe Co., Milwaukee, Wis.: "Keeping In Touch."
Oxweld Acetylene Co., Newark, N.

Oxweld Acetylene Co., Newark, N. J.: "Oxweld Sparks."

"Acific Gas and Electric Co., San Francisco: "Pacific Service Magazine."

Pioneer Box Company, Crawfordsville, Ind.: "The Pioneer Plugger."

The Pittsfield Electric Co., Pittsfield, Mass.: "The Current News."

Thomas G. Plant Co., Boston: "Between Us."

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tween Us."

Plymouth Cordage Co., North Plymouth, Mass.: "Plymouth Twine News."

Pratt & Whitney, Hartford, Conn.:
"Bench & Board."

The Prest-O-Lite Co., Inc., Speedway, Ind.: "Prest-O-Spark."

The Prest-O-Lite Co., Inc., Speedway, Ind.: "Prest-O-Spark."
Printz-Biederman Company, Cleveland: "Printz-iples."
W. J. Rainey, Uniontown, Pa.: "Rainey Daze."
The Reo Companies, Lansing, Mich.: "Reo Spirit."
The Seng Company, Chicago: "Seng News."

Shepard Electric Crane & Hoist Co. Montour Falls, N. Y.: "Shepare News." "Shepard

News."
Sinclair Refining Company, Chicago:
"Sinclair Oils."
Sperry Flour Co., San Francisco:
"The Sperry Family."
Standard Furniture Co., Seattle,

Standard Fi

Frederick Stearns & Co., Detroit: The Optimist." Submarine Boat Corp., Newark, N.: "Speed Up."

J.: "Speed Up."
Sun Shipbuilding Company, Chester, Pa.: "Sun Dial."
The Todd Protectograph Company, Rochester, N. Y.: "The Protectograph Factory News."
The Washburn-Crosby Co., Minneapolis: "Eventually News."
Western Electric Co., New York: "Western Electric News."
Westinghouse Air Brake Co., Wilmerding, Pa.: "Wabco News."
Westinghouse Electric & Mfg. Co., Lester, Pa.: "Westinghouse Machine News."

ester, News.

News."
Willard Storage Battery Company,
Cleveland: "The Willard Weekly."
The Willys-Marrow Co., Elmira, N.
Y: "Transmission."
Willys-Overland Co., Toledo, Ohio:
"Willys-Overland News."
Wilson-Jones Loose Leaf Co., Chicago: "House Chats."
The Yale & Towne Mfg. Co., Stamford, Conn.: "The Yale Panel."

Ensign Agency Is Incorporated

The F. A. Ensign Advertising Agency, Pittsburgh, has recently been incorporated under the laws of the State of Pennsylvania. The officers of the agency, recently elected, include: F. A. Ensign. president: W. C. Arthur, secretary, and V. E. Fehr, treasurer.

"Architectural Review" Ha New Owners

The Architectural Review, New York, has been purchased by Raja Reinhold, president; C. H. Peters, vize president; F. W. Robinson, treasure, and Edward G. Nellis, secretary.

Mr. Reinhold was for ten years business manager of the Architectural Record, New York, and subsequenth of the fire five years vice-president of the

for five years vice-president of Architectural Forum, Boston. Architectural Forum, Boston. Mr. Peters has been general manager of the Architectural Review. Mr. Revising staff of the Architectural Record. Mr. Nellis was for several years associated with the publishers of the Architectural Record, and more recently was in charge of the publications of the American Society of Mechanical Esgineers and of the American Chemical Society.

Have These Slogans Been Used Before?

CRAME-PARIS Co.

Los Angeles, Cal., March 4, 1920.

Editor of PRINTERS' INE:

The following are slogans that we have turned over for the use of two

our clients. We will be pleased to hear from you as to whether or not they confict with any listed in your clearing home

of slogans: Leach Builtwell Motor Company-"Motor Car Designs Ahead of the Times."

Mercury Aviation Company—reneers in Commercial Aviation."
L. A. Soap Company—"Makes the
Home Shine in Half the Time."
C. F. Crank.

Vacations Cheap in Canada

The Canadian Manufacturers' Association is behind a movement to keep canadians in Canada this year. A Deminion-wide campaign is to be launched shortly, supported by the Canadian reliways, to induce Canadians to speed their vacations in Canada and also induce Americans to come into Canada for theirs. The high rate of exchange makes such action advisable and savantageous to both Canadians and Americans. The former saves the adverse rate and the latter benefits by it. is behind a movement to keep

M. M. Ames With Northern Motor Company

M. M. Ames, who was recently also and advertising manager of the Bubb Manufacturing Company, steel studded wire protectors, Stevens Point, Wishas become sales and advertising manager of the Northern Motor and Supply Company, also at Stevens Point, Wis.

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F.J. ROSS COMPANY ADVERTISING

THIS company is committed to a full acceptance of every obligation attached to

- —the ethical conduct of business
- -the sound practice of advertising.

This policy is reflected in the personal character, the ability and the experience of the men who formed its initial organization.

This policy will also indicate the type of men who will be welcomed into its organization from time to time as the company's growth develops.

m)

GROWTH has begun, definitely. An account executive, also a copy man—the best (from our standpoints) available, will find opportunity by knocking on our door.

Please knock first by letter—fully—and with trust.

110 West Fortieth Street, New York



International Advertising

EXTRACT from letter received from The Co-operative Motor Society, Ltd., Sydney, Australia:

"This advertising will be of great assistance to us."

J. ROLAND KAY GO. Inc.

FOUNDED 1904

INTERNATIONAL ADVERTISING AGENTS

Conway Building, CHICAGO LONDON: (Associate House) John Haddon & Co. (Est. 1814)

18 East 41st St., NEW YORK

PARIS: Jégu, Haddon & Roland Kay

TOKYO: J. Roland Kay (Far East) Co. J. Roland Kay Co.

Buenos Aires and Rio de Janeiro

Bill in F

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Amendment to Pure Food Act Would Put Packer's Name on Label

Bill in House of Representatives a Storm Centre for Discussion Between
Packers and Distributors with the Public a MuchInterested Third Party

Special Washington Correspondence

SOMETHING similar to, but Sworse than, ordinary ptomaine poisoning resulted this winter from certain cans of ripe olives. Many persons were made desperately ill, and some died, because an apparently innocent ripe olive contained a dose of poison of great virulence.

Nobody knew who packed the

poisonous olives.

Probably the Department of Justice knows, now, as it has been making an investigation, but the general public is not informed. As a result, all the general public that eats ripe olives and has heard of the poisoning, is "off" ripe olives for an indefinite period of time.

The ripe-olive poison matter was not responsible for the original Johnson amendment (pro-posed) to the Pure Food and Drug Act. Albert Johnson, of Washington, introduced a some-what similar bill to H. R. 11876, in the Sixty-Fourth Congress. But there were many reasons why it never got very far, some of them being found in objections raised to it on constitutional grounds. But with the ripe-olive situation causing a great deal of unrest and indignation, Mr. Johnson got his bill out of the archives and withdrew it and reintroduced it, on January 19, 1920, and it was promptly referred to the Committee on Interstate and Foreign Commerce, inasmuch as this time it is so drawn as to deal with articles of that variety of trade.

The Johnson bill is a four-page affair, and looks entirely innocent, but it has a tremendous kick in it. The bill states that "for the purposes of this Act an article shall be deemed to be misbranded if the name and business address

of the manufacturer, canner or packer be not plainly and conspicuously marked on the outside of the package . . . provided further than nothing herein shall be construed so as to prevent the placing of the name of the distributor upon the package."

In other words, all food products put up in cans, or packages, or containers, must carry upon them the plain statement as to who made them and where they

were made.

Immediately a lot of people rose up on their hind legs and roared loudly that such an act would deprive them of a lot of rights, perquisites, monies, profits, reputa-tions and a few other desirable articles. Smith, Mack and Com-pany, who are large distributors of, let us say, ripe olives, protest that the "Esemco" brand of olives, which they have created and made popular, not only doesn't need the name of the packer on it, but that they may be injured if the name of a packer appears. If they work up a good trade in "Esemco" olives which bear the Lake Packing Company's label, and the Lake Packing Co. goes out of business or puts out a poor olive or otherwise disappoints them, and they have to put forth "Esemco" olives, which are manufactured by the River Cannery, the public will demand Lake "Esemco" olives or

CANNERS LOOKING FOR PUBLICITY

Come the packers, with their side of the story. The All White-Meat Salmon Cannery wants its name on the label. It contends that if "Esemco" salmon is sold to the general public, the general public doesn't know whether its salmon comes from the Columbia River, or Alaska, or Cuba. It

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maintains that inasmuch as it cans a good article of fish, which people may learn to like and prefer to some other cannery's kind of fish, it ought to have what trade benefits may accrue to it from canning a good fish, regardless of the rights and privileges of the "Esemco" people in marketing their particular brand.

Retort the distributors thus: "Often we, who market, distribute, advertise, sell and purvey your cans of salmon, have a better financial standing, are a bigger concern and are more responsible than you are, who can fish, even if you do can good fish. We are

if you do can good fish. We are the responsible people and should be held responsible, and only we should be held responsible, for the character and kind of fish which we put out under our own 'Esemco' brand."

A letter of protest comes from a Texas packer to his representative in Congress, as follows:

"A great many food products are packed under established brands of distributors, brands which have been established through sheer excellence and value and their known dependability for quality. These distributors search the markets of the world for the most perfect quality, often being compelled through climatic or crop conditions, or for various other reasons, to change from one packer to another, or from one state or section to another. It is conceivable that after packing one certain lot of goods for a distributor which might prove perfect in grade, that same packer might, under his own name, pack a very inferior lot of the same goods for some other distributor. If both lots bore the name of the packer, it is clear that grave injustice might be inflicted upon the first distributor, and likewise upon the public, as the second-named distributor might take advantage of the prestige and standing of the first distributor to palm off his inferior goods upon the public."

Moreover, some distributors contend that great confusion would come, in that they would have to have so many varieties of labels. A distributor of canned peaches, for instance, might have to have dozen labels, all bearing on brand, but each bearing a different bearing and address of those known as camouflage, since there are me so many peach packers supplying canned peaches to one distribute that it would make the confusor so great that it couldn't be easy unscrambled.

A curious fact appears in the discussion, which is that most of the large canners and manufacturers of food products see no objection to the law, while a gramany distributors do see an objection to it. Meanwhile, the public interest, which has no voice in the matter, is getting considerable sympathy from interest legislators, very largely on account of the ripe-olive disaster.

FAVORED BY DEPARTMENT OF ACE-CULTURE

The Department of Agricultur, which was asked for an opinion on the bill, has given a somewhat sympathetic report to the claiman of the Interstate and Foreig Commerce Committee, in which appears this statement:

"You are aware, of course, of the misbranding provisions of the Food and Drug Act, which an designed principally to prevent & ception to the consumer. The De partment so far is not advised that any positive deception of a male rial character results to consumen of package food from the failur of the package to bear the name of the packer, manufacturer of canner; however, it may be fairly assumed that any positive formation as to the source of foods tends to prevent deception The amendment, therefore, would be in harmony with the purpow of the Food and Drug Act; and while the Department has me hitherto deemed the enactment of this legislation as a matter durgent importance, it is in pathy with its purpose.

"In connection with the posed legislation, however, may wish to consider certain the and commercial aspects of them quirements compelling the

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LEADERSHIP

LEADERSHIP is caused only by conspic-

In the year spot, Mr. H. W. Gesmel Produces of The M. W. Gesmel Co., introduced to the world a new idea in convery the does being sprinciple. In the fice of the produces of many contains, Guard Corrison and the chronical projection of many contains, Guard Corrison entitle sprinciples of one contemporary contains a commenting system asselly guides a commenting section of the contemporary contains the contemporary conte

This success was both upon the inheriot, merit of het marchideler, and the narration demand of today in a normed development of the substrata and entering the connection from original front heterogeneous for these original front heterogeneous for these original front heterogeneous for the substrata for the substrata front original front heterogeneous for the significant for these in space of supervision distriction or the substrata front original front front

Curainly nothing has than unquestioned superiority could account for the intensity of favor in which Goward Corons are hold the world over. It is certain that in the stanassume of this enviable position of leadership Gusteed quality will never be secrificed in the slightest to the ligatesest need for increased production.

You can buy every Guaned Cerest with the assumement that it will reader the unsettled arriving every waters of a Guaned has neight to expect. The models designed from your indevidual neath will gone you that explicit from and parfect back that others have treal on an its initiating, and field or confirm that can only read from a flashfoldy forming generated and the second production of the confirmation of the confirmation

You will find Gasard Currets at that terms you like bets, these stress that hitgard their pessings by uffering only marchanius of unqualitationly superior quality. Every squamese handling Gasard Currets when pride as alling them and well take a personal interest to your astisfaction.



GOSSARD CORSETS

Reproduction of a page advertisement appearing in women's publications.

The H. W. Gossard Company is one of the well-known business institutions which this organization is pleased to serve.

CHARLES E.W. NICHOLS COMPANY

General Advertising
Twenty East Jackson Boulevard
CHICAGO

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He Prepares the Territory for the Big Sales Machine

THE expensive machine, manned by expert mechanics, operates only with maximum efficiency when if is the first consideration of organized plans.

Interruptions, delays for material to arrive or be prepared, simply curtail production.

The Sales Organization is a costly machine whose power to produce suffers a serious set-back when the ground is not prepared for final action.

The DRAMATIZED SALE DOCUMENT prepares the ground, and does other things too.

Information furnished upon request.

Bert L. White Company

Dealer Development and Sales Promotion
1215 to 1227 Fullerton Avenue
Chicago, Illinois

of the manufacturer of package food to appear on the package. There has been, apparently, some controversy between manufacturers and distributors of package food as to the right of using the name of one to the exclusion of the other. As to which side of the controversy has the more merit, the Department is not in a position to state. This feature of the proposed bill will undoubtedly be given consideration by your committee as a question of legisla-

tive policy." Proponents of the bill contend that honest food, honestly sold, cannot be injured in the public's estimation by bearing both the names of manufacturer and distributor, and that, therefore, if this Act injures any one, it will injure only the packer or distributor of impure food. Unquestionably, any thinking consumer would prefer to know, not only who sells his food, but who prepares it for his use, which, indeed, is what the Department of Agriculture states when it says "any positive information as to the sources of food tends to prevent deception."

This bill is not yet reported out When it comes of Committee. out, a lively little tilt over it is looked for, with the odds all in favor of its passage by a legislature more inclined at this stage of the world's history to look at the public interest as the important interest than those of canner and

distributor together.

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H. C. Tate Heads Labor Press Association

H. C. Tate has been made president of the National Labor Press Associaof the National Labor Press Associa-tion, Grand Rapids, Mich., succeeding the late Walter T. Tate, founder and general manager of the association. The National Labor Press Association em-braces 190 local and official labor news-papers in the United States and Canada.

Canadian Advertisers Appoint

Agency The General Top Company of Can-sda, Limited, manufacturer of Art-craft tops for automobiles, has placed its ad-vertising in the hands of the Consoli-dated Advertising Service, Toronto.

This agency has also secured the account of Grace Motors, Limited, To-

Twice-Used Slogans

KELLY-SPRINGFIELD TIRE COMPANY,
NEW YORK, March 1, 1920.

Editor of PRINTERS' INK:
We notice in the list of slogans that
appears in your issue of February 26,
one sent in by the Z. & S. Middy Company, "Made to Make Good," and
thought it might interest your correspondent to know that the Kelly-Springfield Tire Company has used this phrase
as a slogan for many years. It used as a slogan for many years. It used to be painted on all our bulletins and

to be painted on all our bulletins and was extensively used in our advertising. About a year and a half ago we de-cided to get something more distinctive and finally settled on our present slo-gan, "Keep Smiling with Kellys," which has already appeared in one of your lists.

lists.

It occurred to us that the Z. & S.
Middy Company might be interested to
learn that their slogan had already
been spread broadcast as the slogan of
another company, and while we are not
now using it, it is not impossible that
we might some day again want to do so.

KELLY-SPRINGFIELD TIRE Co.,
H. R. HURD,

Manager Copy Division.

Chamber of Commerce Creates Foreign Trade Department

The Chamber of Commerce of the United States has created a Foreign Trade Department. This is the first step toward a reorganization of the step toward a reorganization of the Chamber's machinery and is designed to divide the work along the lines of the great divisions of industry. Other de-partments soon to be instituted include: domestic production and distribution, transportation, insurance, finance, and

civic development.
Chauncey D. Snow, who has resigned as United States commercial attache at Paris, will head the newly created foreign department of the United States. ber of Commerce of the United States. Mr. Snow went to Paris a year ago to investigate markets in France for American goods. He formerly was assistant chief of the Bureau of Foreign and Do-

mestic Commerce.

J. W. Blake Establishes Agency J. W. Blake ESTADIISHES AREHING John W. Blake, recently with George Batten Co., Inc., advertising agency, New York, has established an agency at Yonkers, N. Y. The Blake agency is handling the accounts of Spear & Company, Pittsburgh; The Embossing Company, Albany, N. Y.; The Baby Cariole Company, Ahbany, N. Y.; and M. G. Stoneman & Sons, Albany, N. Y.

Philadelphia Organizes Better Business Bureau

A Better Business Bureau has been organized in Philadelphia. The initial meeting was attended by about 200 business men of the city. The Bureau expects to raise about \$15,000 in carrying on its work during the coming year.

"P. I." Indexed for College U. S. Chamber to Discuss Research

CEDAR CREST COLLEGE FOR WOMEN. ALLENTOWN, PA., Mar. 10, 1920. Editor of PRINTERS' INK:

Apropos of the recent discussion ap-pearing in your editorial columns con-cerning the relative merits of card incerning the relative merits of card in-dexing and clipping articles from Painters' Ink, I know you and your readers will be interested in the prac-tical use we make of the magazine in our college course in secretarial science. In our work we make every attempt,

not only to keep the courses up to date, but also to bring the students into contact in every possible way with actual business conditions and practical business business conditions and practical business problems. Factory and office investigation trips, interviews with business men, and weekly addresses by business men at the college, are some of the unique and practical methods MER.

We use.

We have found various articles in PRINTERS' INK to be extremely well adapted for classroom discussion. The instructors keep a card index of the articles which seem to be pertinent to the subjects under discussion from time the subjects under discussion from time to time. When an instructor comes to a given sub-topic in his courses the card index gives him, for immediate ase, subjects to assign to the pupils. The students, by studying assigned articles and reporting on them to the class, by bringing such modern questions as "lazy copy" before the class for dehate, develop a great deal of interest, both in the current business publications and in the latest ideas of your experienced contributors.

Incidentally our future business

Incidentally our future business women are becoming well acquainted with such a valuable periodical as PRINTERS' INK. WAYNE E. DAVIS,

Director of Secretarial Science.

Jerome J. Klapka Co. Succeeds Klapka-Crowder

The Jerome J. Klapka Company, Inc., Chicago, has succeeded the Crowder & Klapka Studios. The officers of the Jerome J. Klapka Company are: Jerome J. Klapka, president; Carl H. Baechle, secretary and treasurer; Carl Thuringer, secretary; and Charles A. Anderson, vice-president and assistant treasurer. treasurer.

Hilder Succeeds Ruschke

J. Hilder, formerly editor of Harper's Bazer, New York, has been made advertising manager of the Cosmopolitan Book Corporation, New York, succeeding Egmond W. Ruschke.

Represents "The Farm Journal"

Charles R. Kimbell, for five years with Benson, Gamble & Slaten, Chicago advertising agency, has joined the Chicago selling organization of The Farm Journal, Philadelphia.

"Production"

The Chamber of Commerce of the United States will make its elgin annual meeting, to be held at Atlanti-City, April 27 to 29, an "Increased Production Convention."

subject of increased The general subject of increased The programme for the convention in sub-subjects. The first to be taken up will be the Government in relation to production. Under this heading will be considered anti-trust legislation and taxation.

The second general subject to be taken up will be transportation in relation to production. This will is clude both land and water transporta

International finance and its relation to world production has a prominent place on the programme. This subject will be discussed both from the financier's and the business man't point of view.

One general session of the convestion will be given over to agriculture in relation to production. Secretary of Agriculture Meredith will speak for the Government.

Another general subject will be the relation of labor to production. This will be approached from both side the employee's viewpoint being presented by a representative of the sented by a representative of the American Federation of Labor and the employer's by a business man. Besides the general sessions

will be held group meetings, divide as along the great divisions of industry. In these meetings the subject of increased production, as in the gaeral meetings, will be the main topic discussed.

Candy Exports Increased Tenfold

The United States during the year 1919 increased its exports of casty tenfold over 1918, according to the reports recently made by the Depar-ment of Commerce, the declared value being \$12,305,000, against \$1,225,000. The imports during the year were only \$195,000

Great Britain ranked first among the consumers of American candy, exports

consumers of American candy, exposed to British ports composing 34 per cust of the total. Shipments to the Oriest also showed large increase.

The advent of our soldiers in feetigm countries undoubtedly had much to do with the increased popularity of American sweets, the report said.

Labor Union Organ Has Advertising Manager

David H. Robbins has been appointed advertising manager of Justice, the official organ of the International Ladies Garment Workers' Union, which is published in three languages, Esglish, Italian and Jewish.

of the eighth

18, 1920

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STABILITY

THE above illustration pictures the office building which is occupied and owned by The Household Journal Company. The grounds comprise 16 acres, the larger part of which has been given over to the growing of Peonies for the wholesale florist. We grow one hundred thousand bhoom each year.

This is mentioned so that advertisers may know that ours is a substantial business.

THE SMALL TOWN MAGAZINE WITH A MISSION

WE PROVE 475,000 COPIES MONTHLY

\$1.75 the Agate Line

The Forms for May Close on April 17th

HOUSEHOLD JOURNAL

CHICAGO 2003 Harris Trust Bldg. I. E. SEYMOUR, Adv. Mgr.

NEW YORK 140 Nassau Street

BATAVIA, ILLINOIS



Pride in Posters

IN the full flower of Florentine art, the people knew and appreciated the significance of pictures & &

¶ The present age is another Renaissance of pictorial art. On billboards everywhere are displays of superb work by living artists.

¶ The Commercial Poster Company of Cleveland has the privilege of reproducing some of the most striking and subtle examples of the poster art today ♥ ♥

¶ Our reproductions are like replicas in that they thoroughly satisfy the artists who made the originals ♀ ♀

¶ The President of this Company personally attends to all important estimates and proposals.

The Commercial Poster Co.

A. R. McCandlish, *President* 6545 Carnegie Avenue Cleveland, O. A buil cate of spr bus of ing

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Where Some Technical Advertisers Find Unusual Copy Angles

A Good Copy Angle Exists, Provided You Hunt for It

By R. Bigelow Lockwood

A FURRIER in an Eastern city used the basement of a new building in which he had just located for the curing and storage of pelts.

One Monday morning in early spring, upon reaching his place of business, he found eighteen inches of water in the basement.

On top of the water were floating pelts of all kinds, every one ruined by saturation after being dried and before curing had been finished.

The loss was estimated at \$50,000.

These four paragraphs are not original with the author of this They have been lifted bodily from an advertisement of the General Fireproofing Company and made to serve as an introduction to illustrate the copy angle taken by one advertiser to point out the need for the use of waterproofing in concrete foundations. The remainder of the copy, good as it was, need not be quoted, for we are concerned at present only with the copy angle to which the advertiser hitches his argument. And in this case the copy angle was clear and comparatively easy to find; it existed in the news item

Now let us go to the other extreme, and before taking up any general discussion of copy angles, turn to one which was plucked from the clear blue sky and which stands as a monument to the originality of the writer of the advertisement.

that water in a certain basement caused the loss of \$50,000.

The advertisement in question, which ran over the name of the American Bronze Company, was addressed personally to two of the leading executives of the American Tool Works Company, possible users of "Noh-Gran" bearings—the product of the American Bronze Co. The copy was headed:

"Mr. Doan and Mr. Robinson of the American Tool Works:

"This advertisement is dressed to you."

Underneath this rather daring and unusual headline appeared the following copy:

"You have been pointed out to us as the men chiefly responsible for the wonderful improvement in 'American' Machine Tools.

"You are vitally interested, we are told, in anything that will still further improve your product,

"In your advertisements in the American Machinist we notice that the word 'quality' appears often. In your catalogue we find this: 'The rate of depreciation of a machine is directly proportionate to the rate of wear in its bearings.' This brings us to our subject—'Bearings.'"

The remainder of the copy, worded to appeal directly to the problems of Mr. Doan and Mr. Robinson, included this strong statement: "You say in your catalogue, gentlemen, that a machine tool's life is dependent on its bearings. In 'Non-Gran,' woffer you bearings which will last twice as long. We want you to let us put the complete proofs before you."

Incidentally, this unusual copy angle afforded the basis for a series in which other prominent men in the machine tool industry were addressed by name. As a matter of fact, each advertisement in itself was a public printing of a personal sales appeal aimed at some official desired as a customer by the American Bronze Company. The plan was daring and it produced business.

Between these two extremes lie a vast multitude of copy angles; many of them obvious and ordinary, some of them unusual and bearing the marks of careful digging

digging.

Were it possible to lay down a

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Keeping Up With The Times

A FACT A WEEK

Because The Times is located in Washington, the National Capital; because its men are in daily contact with the organization of the National Government; because its news staff know the work and the personnel of all the branches the executive departments and of the Houses of Congress; because of all this The Times is in a position to provide quick information on a thousand and one business questions which lead into or out of Washington.

Many men of the advertising agencies—more and more as the time passes—are using this source of information. It is a service that The Times is glad to render. Of course, it is without cost—just a bit of friendly help whenever occasion calls.

The Washington Times WASHINGTON, D. C.

ruling as to the relative value of copy angles, it might be said in truth that the unusual copy angle possesses greater attention value and is worth the expenditure of grey matter which it often causes.

For example: the average weight of an elephant is about five tons. The pull on the hand-chain of a Cyclone Hoist of sufficient size to raise six tons is only 106 pounds—an easy pull for an ordinary man. These two seemingly disconnected facts have been cleverly linked together by the makers of Cyclone Hoists to illustrate the ease with which a man may avail himself of their pulling power. The copy angle tie-up is expressed in the following paragraph:

ing paragraph:

"While it is quite probable that you have never thought of hoisting an elephant, it is also possible that you have never thought of all the places in your plant where Cyclone Hoists could profitably be used."

When the city of Portland, Ore., laid a new water main some years ago, cast-iron pipe was selected. With this slender fact to work on, an association of makers of castiron pipe cleverly turned a simple fact into an unusual copy angle and announced the installation under the heading, "A City That Refused to Mortgage Its Children." With this thought as a lead, a strong advertisement was built which offered an excuse to bring out the fact that "these wise citizens refused to pass the burden of replacement on to their children." In this manner the durability of cast-iron pipe was approached from an angle.

UNCOVERING THE COPY ANGLE

In these two cases just enumerated, the copy angle lay hidden in the product. The Cyclone Hoist copy visualizes the tremendous weight which can be lifted, while the cast-iron pipe advertisement carries the reader into a future generation and appeals on the basis of sane economy.

By keeping an eye open for the unusual accident, an advertiser The New Orleans Items

regularly receives
more money from

local display advertisers

than any other paper
published in its field x



TWO complete engraving plants-fully equipped for intelligent service and the finest production of color plates, half-tones & line-cuts.

THE BECK ENGRAVING COMPANY PHILADELPHIA NEW YORK

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What Is Stubbs Offset Method?

Through the medium of a rubber blanket that transfers the impression of the plate to the paper stock, the Offset process makes possible the printing of fine halftones, in black or colors, on rough surfaced paper.

> Stubbs Offset Method rarely costs more than ordinary printing; and frequently costs less

THE STUBBS CO.

OFFSET PRINTERS

Main Office and Works

Detroit

Chicago Sales Office 1420 Steger Bisg Clevetand Sales Office 721 Engineers Bldg.



can often find a copy angle out of the ordinary.

For example, a heavy truck, traveling over hard Southern roads, was held together by a welded oil tank on the chassis when the side frame broke. The accident occurred when the rear end of the truck dropped into a deep ditch and one of the sixinch channel side-frame members snapped clean through. So strong was the 1,000-gallon tank, however, that from its three-point suspension it held the truck together and permitted it to run to the repair shop on its own power. The incident furnished the tank manufacturer a strong copy angle around which to build a convincing piece of copy.

"How Much Does an Eye Cost in Your State?" is the question asked in a headline by the manufacturer of a patent eye guard, who adds: "In New York, it may

cost over \$2,500."

"That's a brutal way of looking at it, perhaps, but nowadays practically every employer of labor has to figure on the cost to him, under Compensation Laws, of accidents in his shop"-is the way in which the advertiser swings into the step of the copy The remainder of the copy is given over to a presentation of interesting figures aimed to prove that "Universal Eye Guards Are Cheaper Than Eyes." The novelty of the copy angle lies in attempting to set a valuation on an eye. Compare this slant to the obvious one which might have been followed, and the strength of a good copy angle needs no further argument.

There can be no hard and fast rule set for determining copy angles, and the alert advertiser will stumble across them when least expected. If he possesses a nose for news he will grab them; otherwise he will allow them to

be passed by unseen.

For example, the originator of a system for taking scale-forming matter out of boiler feed water, thus saving coal, dug up an unusual copy angle by playing up a coal pile he didn't see. Visiting



FourteenTimes Greater

THE gross advertising revenue of "PUNCH" for January 1920 was Fourteen Times Greater than that for January 1910.

Why?

Because advertisers of High-Class Goods and Service to Britons at home and abroad have come to thoroughly understand the great value of advertising space in "PUNCH," the wisdom of Concentration in "PUNCH" and the truth of the oft-repeated statement that there is

No Substitute for "PUNCH"

ROY V. SOMERVILLE Advertisement Manager, "Punch" 10 Bouverie Street London, Eng.

I know a Sales Executive

- Has had many years' experience in advertising and selling.
- Has conceived the ideas, made the plans and carried them into execution for two leading publishers.
- Has dug out the selling points of many problems and presented them in the most effective manner.
- Has organized and directed an effective selling organization.
- Has put into successful operation one of the most effective plans of modern advertising salesmanship.
- Enjoys the confidence of the leading men in advertising.
- Has an appreciation of the importance of details.
- Has a national reputation and a pleasing personality.
- Is practical.
- Seeks an opportunity for expansion.

If you want to meet this man I will be glad to arrange it.

GEORGE S. FOWLER
P. O. Box 645 New York City

one of the plants which used his water purifying system he noticed that the coal pile had dwindled. Instead of a large mountain of reserve, the yard held only a moderate supply. Here, in this missing coal, was his copy angle. A picture was drawn showing a large coal pile in white, stacked against the side of a power plant. Under this illustration appeared the headline, "The Phantom Coal Pile," the text of the advertisement pointing out the way of reducing the amount of coal used.

GOODRICH FINDS A DRAMATIC APPEAL

The B. F. Goodrich Rubber Company has hit upon a strong copy angle in a recent advertisement featuring Goodrich Steam Hose. The illustration pictures a power-plant engineer, dinner pail in hand, saying good-by to his vife and daughter, as he starts for work. The man's arm is clasped fondly around the little girl and the mother is shown smiling at the two. But there is another possibility to this scene, indicated by the headline "—And Thirty Minutes Hence in Your Boiler Room!" The copy which follows paints this other picture in three strong sentences.

"With a hose full of live steam in his hands.

"Is that steam hose safe?
"Will it burst in his hands?"

In this instance, the copy angle is one of contrast; the danger that hangs over the happy little family unless steam hose is carefully selected.

It would take a good stretch of the imagination to connect a tumble on a pair of skis with the machine-shop operation of broaching, yet this is the unusual copy slant adopted by the Lapointe Machine Tool Company in a double-page spreader advertising Lapointe Broaches. Attention value is secured by a picture of a nasty spill on the snow. The copy ties the connection together by pointing out the need for perfection. In the one case it is perfection in a dangerous sport, while in the other it is perfection in broaches.

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in he es. "Being ignorant is not so much a shame as being unwilling to learn."-BENJAMIN FRANKLIN.

E advocate the use of Direct Advertising because we have learned from much experience, in producing almost every form of this medium for firms whose names are known from coast to coast, that where the campaign is carefully planned and executed the results achieved by an initial experiment warrant a repetition year after year.

Most people will try anything once, but won't repeat the experiment if it proves unsatisfactory.

Executives are invited to write for our house organ, "SCOPE"

THE FRANK D. JACOBS CO.

"Jalesmanship in Print"

NEW YORK 277 Broadway Phone: Worth 1272 PHILADELPHIA Sheridan Building Ninth and Sansom

The Rotary Face

The Rotary Face is the face of the highest type of business man-the face of a man who loves his fellowman—the face of a man who stands for integrity, probity, strength of character and high ideals.

The Rotary Face is symbolized by the Rotary Creed. The study and the practise of the Rotary Creed has developt the Rotary Face—a face that is apparent thruout the Rotarian world.

If a composite face of all Rotarians in one locality were to be made, in it would be discovered a striking resemblance to all other Rotarians-everywhere.

The Rotary Face typifies the 50,000 readers of

The Magazine of Service

Publisht Monthly by the International Association of Rotary Clubs

Eastern Representative
Wells W. Constanting
31 East 17th St., New York

Subscription price: \$1.50 in U. S. A. and Cuba; \$1.75 in Canada; \$2.00 in all other countries. Member Audit Bureau of Circulations

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An advertisement of our qualifications to advertise for others

J.W. GANNON . INC ADVERTISING NEW YORK

RUSSEL S. SHART



PRODUCTS CORPORATION

12 WEST 22ND STREET NEW YORK CITY

FACTORY FREDONIA, N. Y.

1945 - 1946 - 1947 1946 - 1941 - 1989

CARLE: GRAPHOLD

Pebruary twenty-sixth

J. W. Gannon, Inc. 220 Fifth Avenue New York City

Gentlemen:

After two months' investigation of advertising agencies, we have decided to place our advertising with your company. therefore hand you herewith signed letter of agreement embracing your regular terms.

You will be interested to know that, in response to our questionnaire, we received the information requested therein from ninety-eight representative agencies and our decision was finally reached by a process of elimination. Many of the other agencies impressed us very favorably indeed. As you know, several of them were invited to present their claims in person to a committee of our executives, and their establishments were later visited and inspected. In arriving at our decision, Mr. Gannon's broad experience in the advertising of Royal Baking Powder was not overlooked.

In view of the fact that our products are not only delicious and healthful, but economical as well, we are confident that, with your assistance, we can make "Grape Ola" a household word in every home in the land.

Yours very truly,

GRAPE OLA PRODUCTS CORPORATION tolundo

President.

This sort of copy angle must be handled with care in order to have a logical tie-up and afford a sensible argument, else the mark will be missed. For example, to be effective, a copy angle must be more than merely unusual; it must be based on what will make fact. To say in your headline that "John Brown Wears a Green Necktie," may fill the requirements for something out of the ordinary, but unless John's taste for neckwear can be linked to the argument and the product advertised the copy angle is non-

One of the most unusual copy angles in the technical field of advertising forms the basis for a successful campaign being run by the Morgan Crucible Company to advertise its brushes to the electrical industry. In conception, the campaign carries off the palm for originality, yet at first glance the copy angle is obscure. Each piece of copy features a drawing of eccentric, cartoon character, together with a single word which describes some native custom in India or Africa. In one page, for instance, the word is "Moloki." and the copy is well worth quoting to show the cleverness of the tieup. It runs as follows:

"A dispute between a couple of African villages is usually settled by a poison ordeal.

"The native declares his willingness to take poison to prove his innocence.

"If the poison kills him, he's guilty. If it just turns his stomach and he lives—then he's innocent.

"In the latter event he's partially buried, given a fowl (R. P. —Boston style) to eat and enough palm wine to inebriate, so as to break down the resistance of the moloki or evil spirit.

"Cheap brush salesmen must have taken a tip from this, because the hot bird and cold bottle were used up until quite recently as the standard method of putting over their wares," etc.

It is a safe statement to make that a good copy angle exists for any advertised product, provided you dig to find it. And unusual copy angles may often be found by citing comparisons to prove a point.

To illustrate, the United States Rubber Company hit on a good copy angle by comparing the automobile tire vs. the road to the conveyor belt vs. the load. Two pictures were used: one a cross section of an inflated tire resting on the ground, the other a loaded conveyor belt carrying ore. copy brings out the point that the principle is the same, "The tread of a tire must protect the carcass from the abrasion of the road. In like manner the cover of a conveyor belt must protect the body of the belt from the punishment of the load." In one case, the wear on the rubber is underneath: in the other case the wear is on top.

From the standpoint of results, it pays to give this matter of selecting a good copy angle the careful attention it deserves. copy angle is the backbone of the advertisement, and a spineless piece of copy is worth about as much as a spineless salesman. Upon the copy angle rests the responsibility of establishing a point of contact between the advertiser and the reader. Like a telephone connection, if the connection is poor the transmission of the message is weak and much of it is It is lost in the transmission. therefore important that the tieup be as tight as possible and the contact direct.

The good copy angle exists provided you hunt for it. And remember, you are hunting big game.

Joins Farrar Agency Copy Department

Eugene R. McBride, who served during the war as a quartermaster in the United States navy, has joined the staff of the Farrar Advertising Company, Pittsburgh, in the copy department.

Harold J. Smith, formerly advertising manager of the Steinburn Corporation, has recently joined The Record Press, Chicago, as a member of its sales department.

Moods That Make Good Letters

Though Business Letters Are Written Under a Variety of Circumstantes, You Can Cultivate a Cheerful Disposition in Type

By J. T. Bartlett

THE newspaperman who starts with that sensitiveness we call temperament (a very valuable trait, too), irons out the wrinkles and gets in the way of rising consistently to his story day after day, no matter what the differing circumstances of weather, digestion, financial condition, or whatnot affecting what we usually call frame of mind, has a brother in the trained letter writer.

Both newspaper man and letter writer have acquired the knack, the extremely valuable knack, of summoning up the proper mood for best work with a simple physical act. The newspaperman rolls into his typewriter a sheet of copy paper—and like a miracle, the muse alights on his shoulder.

The trained letter writer scans the letter he is to answer, or just "pulls himself together," as he perhaps puts it. In a twinkling he is in the proper frame of mind for the task in hand. Insofar as mood colors his letter, the letter will be colored well.

Neither with the newspaper reporter nor the business corre-spondent is this ability to write well under nearly any circumstances acquired without disci-pline. It is not first nature for any young fellow, no matter how talented, to do "corking stuff" under the high-pressure conditions of the city room, the atmosphere vibrant with a hundred distracting influences. It is not first nature for the letter writer, no matter how gifted, to adapt himself instantly to the situation in hand, and write the best business letter fitted to it. "First nature" is to give vent to, not repress, anger or other strong feeling. "First or other strong feeling. nature" is for one to be thrown out of stride by disturbing developments in the morning mail, a disagreeable incident in the

There is one type of person to

whom letter writing seems so alien, unnatural a job that invariably he writes affectedly, unnaturally, poorly. There is a second person who writes so naturally that the transient mood colors whatever he writes. He writes "just as he feels." There is another person who acquires a characteristic letter-writing mood. along with the knack of summoning it up-a poor mood. The fourth person when he writes falls readily into the proper frame of mind for most effective letters. That man is the well trained letter writer.

"HOW WAS HE FEELING?"

I have a certain correspondent from whom during the past several years I have received hundreds of communications. He is a good, level-headed man, too, a man of good judgment.

But getting one of his letters invariably I ask myself: "How was he feeling when he wrote this?" That question decided, I can proceed to size up what he says.

Some of his letters are long, buoyant, glowingly optimistic. He was feeling fine!

Some of his letters are cold, short, bitten-off. He was feeling "rotten."

If he is feeling "touchy," he writes a terse, "touchy" letter.

One day he will answer complaints as pleasantly, tactfully as a saint. The next day he will try to, but he is sure to give at least one sentence a twist which will reveal his resentment to the sensitive customer. He is "out of sorts."

I know of another letter writer who, receiving a letter which pleases him, always feels like saying something "funny" in reply-He is all "lighted up" with pleasure.

Along with this man's impulse

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ING-RICH SIGN

Tells Where

Velvet joe knows that it's human nature to forget, so he keeps Velvet constantly before the eyes of smokers everywhere—at the smokeshops—with "Ing-Rich" Signs.

"Ing-Rich" Signs will strengthen the force of your national advertising in a compelling, dominant way, by quickening the impulse to buy—the final reminder at the point of sales. They stay put and retain their brilliancy for years, due to their solid composition, of which the porcelain enamel is an integral part.

Insert this connecting link that couples your advertising with your distributing agencies. Investigate "Ing-Rich" Signs. Drop us a line, giving your requirements. We will gladly furnish you with complete information.

INGRAM-RICHARDSON MFG. CO.
College Hill Beaver Falls, Pa.

The Times

Los angeles

That Southern California—with its high average wealth, its critical intelligence, its desire to read—presents a situation unique and without counterpart in America, is admitted by all.

Naturally these factors ought to produce a newspaper situation equally unique and unusual. And they do.

Southern California demands a super-newspaper. It must be voluminous, encyclopedic, illimitable. Culture, intelligence and character must be satisfied.

Since two such newspapers could not exist, the conditions have generated—one.

Southern California is a region served by one universal newspaper.

No fact is better known than this. It helps to give Southern California its individuality. One of the oddities of the publishing industry.

How logical that such a newspaper should achieve spectacular merit. The LOS ANGELES TIMES is the largest newspaper in the world—a proof and a consequence of the conditions.

Egypt is famous for one Nile; Paris for one Eiffel Tower; Southern California for one stalwart newspaper.

So Today This Basic Message:

Southern California is a law unto itself. Many special conditions. The outstanding singularity—an unusual field served and occupied by one supreme newspaper.

good right joke. The have letter stern gratif humo arous He k ing "busin jokes grey

Mar.

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This upon orate ter, striditer-w horse him, man.

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toward wit is a feeling that he just can't wait to answer that good letter. He wants to talk right back, getting off his little

joke.

This business man happens to have given a lot of thought to his letters, and as one result of his stern self-examination he never gratifies the quick impulse to humor which a pleasing letter arouses. For just one reason: He knows that when he is feeling "witty," he never writes good business letters. He knows those jokes of his, examined in the cold, grey light of to-morrow, will be stupid near-jokes. He realizes that if he wrote those "funny" letters to which he is "inspired," he would cut just that sort of ridiculous caper which some men and women do in that mood we call glee.

The next day he envelopes himself in that even frame of mind which is the priceless asset of the good letter writer, and writes an excellent letter. He may even crack a joke in it, but it won't be that witticism which suggested itself to him the day before, when

he was "lighted up."

I know another letter writer who has a characteristic letter-writing mood, but a very poor one. This gentleman's idea of a good business letter is one that is icily formal. To write such a letter he has correctly deduced that the writer should be in a distant, cold, we-all-must-die-sometime frame of mind. He has cultivated this letter-writing mood until it answers like Rover to a whistle. He is a wretched letter writer.

There is another well-known correspondent whose letters always provoke a quiet amusement. This man was an "orator" once upon a time—a "spread-eagle" orator. When he dictates a letter, he characteristically "orates" striding about the room. His letter-writing mood is a "high-horse" mood, yet come to know him, he is a human, likeable man.

Equally unfortunate is the letter writer who realizes the helplessness of the stenographer or



Give us the plates and copy, and whether it's a million run or not, we'll give you a delivery date that the entire K-L organization will stand back of. Many large national advertisers and mail order houses bank on K-L service.

Kenfield - Leach Company
"'Chicago's Leading Printers"
610 Federal Street, Chicago



No more wasting time, paper and salaries.

Just drop your catalog or article into its container, and mail.

These Parcel Post Carriers made from light, medium and heavy weight boxboard with sure LOCK. No WRAPPING or TYING necessary.

Ask for Samples and Prices
MADE ONLY BY

Chicago Carton Company

CHICAGO NEW YORK

O. H. is helping put over Stellite

In the November issue of Class there was an article about Siellite. Stellite is a new material suitable for all purposes for which high grade steel is required and has many desirable qualities which steel lacks.

Elwood Haynes, inventor of the first American automobile also invented Stellite and controls the manufacture of the material. The Stellite folks are making a number of different things from Stellite—including medical and dental instruments.

Medical and dental journals were—and are being used.

The writer in Class says: "Results in these two allied fields, especially from the Journal A. M. 'A. and Oral Hygiesis, were remarkable, from the start, In both cases inquiries from interested readers at once followed the advertising, in a flood which was quite unanticipated, and which taved the resources of the "Stellite" advertising department for a time, as follow-up literature had not been prepared on anything like the scale of the volume of inquiries."

So then O. H. helped. And is still helping!

And we're proud and glad.

ORAL HYGIENE

W. LINFORD SMITH, Publisher PITTSBURGH, PA.

Rea P. McGee, M. D., D. D. S., Editor; Merwin B. Massol, Business Manager; George L. Kinter, Ass't. Business Manager; Frank C. Thomas, Eastern Manager, 37 West 39th Street, New York; W. B. Conant, Western Manager, 77 Peoples Gas Building, Chicago; A. D. McKinney, Southern Manager, Post Dispatch Building, St. Louis. dictating machine and talks in a letter as he never gets a chance to talk in real life. This is the man who "pours out his whole soul," whether the subject be a car of canned goods or a seat at the opera. Sitting down to dictate, he mellows, grows congenial even confidential. His isn't a desirable letter-writing mood. He is noted for his long letters—and abominated for them.

He has written letters in this mood so long that he can't write in any other mood.

ACQUIRING A PRECIOUS LETTER-WRITING HABIT

And therein is a lesson for any business letter writer, a trulytruly guide to concealed treasure. Writing letters over a period of years, we characteristically acquire a definite, individual letterwriting mood, a mood which comes over us the minute we begin to dictate. This is habit. And the mood will probably be the one in which we have happened-just happened !- to have written oftenest during our first months or years at business correspondence. this characteristic Sometimes mood originates farther back, in personal correspondence.

I have a close personal friend, a good letter writer, who has had, first and last, his share of personal misfortunes.

He has a fine, loyal mother "back home"—and because he couldn't bear the thought of causing her unhappiness, he fell into the habit of "making the best of things" in letters home. always painted a hopeful picture in his letters, and when he was so downright discouraged that he couldn't write cheerfully, he just didn't write, but waited for the hopeful mood. A letter from this man came to mean just one kind of letter-a cheerful letter; and after a space of time it became a habit to write cheerfully, sanely, under practically any circumstances.

He carried the same cheerful spirit into his business correspondence.

If it were always possible for

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CANADA

Your Next Door Neighbor

CANADA always has been and always will be a great and natural export market for the United States. The community of interests existing between the people of the relations.

Predominantly an agricultural country, Canada presents an immediate market for agricultural implements and farm machinery, automobiles, trucks, tractors, farm building material, etc., as well as food products and general household goods.

STEADY INCREASE?

In spite of the adverse exchange aituation, the value of imports into Canada from the United States shows a steady increase. Here are the figures for the first ten months of the fiscal year ending March 1920:

May											57,876,975
lune											61,101,261
July	,										67,025,222
Augu	8	t	,				*				62,791,909
Septe	NO.	ni	be	N	٠						68,190,935
Octob	H	r									72,418,063
Nove	W	b	e	r							70,862,637
Decer	n	b	81	P							71,069,509
Janus	RI	n	r	,		*					74,530,425

Total\$846,850,124

As an indication of progress already made by many far-seeing American manufacturers, the following table is presented, showing the imports into Canada from the United States of certain classes of farm machinery and supplies which are now advertised nationally in Canadian farm journals.

Imports for year ending

March 31, 1919	
Agricultural Implements\$	4,934,055
Cream Separators	1,140,574
Gasoline & Gas Engines	6,369,355
Threshing Machines	1,403,157
Tractors	15,402,534
Barbed Fenoing Wire	1,000,458
Fertilizers	1,449,248
Seeds	1.829.631
Binder Twins	5,457,632
	14,463,537
Tires for Vehicles	1.024.171
Reofing Paper	373,845
Maranes & Raddlem	71 474

Manufacturers desiring to obtain national distribution and demand for their products in rural Canada can do so by using only one medium at one cost. The Family Herald and Weekly Star is the only national farm journal in Canada. Circulation exceeding 150,000 weekly, covering Canada from coast to coast, and reaching the best one out of every five farm homes.

The Family Herald and Weekly Star

Canada's National Farm Journal

(Established 1870)

MONTREAL, CANADA

New York Representative: DAN A. CARROLL, Tribune Building. Chicago Representative: J. E. LUTZ, First National Bank Building.



ANNOUNCEMENT

The Apel-Campbell Company, since 1915 an art studio which has contributed intelligently and efficiently to the artistic needs of advertisers, will hereafter be known as the Apel-Tucker Studio. Harvey J. Campbell, formerly President and General Manager, has retired from the company and Verne W. Tucker, its former Vice-President, will take his place. Albert I. Apel's well-known creative and designing abilities will continue to be a part of the facilities of the new company of which he will be Secretary-Treasurer and Art Director.

With a thorough appreciation of the value of the picture to the business story, it will be our aim to maintain the highest standard of quality in all our designing, drawing, painting and retouching.

It is our pleasure to announce that the same efficient staff will continue in the new organization. The personnel will, from time to time, be increased by the addition of leading well-known artists'

APEL-TUCKER STUDIO

Artists to Advertising

906 MARQUETTE BLDG.

DETROIT

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import writer ieel " to it" ing a before SHIVIN "first candid speech "up to DETVOE apply ingly, sion, time, cent f Pro

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a business letter writer to delay letters until he was in the right sort of mood to do them right, eventually his letter writing would be so closely associated with this letter mood that the writer couldn't dictate a letter without falling into it.

Habit is that strong!

Business letters are written under a great variety of circumstances. In many cases the letter writer has no latitude. Letters must be written at a certain time, and no other, no matter how the letter writer is feeling. But in thousands of other cases, it is possible for the letter writer to exercise judgment.

It is a pity, in the case of an important letter, if the letter writer does it when he does not jeel "up to it." What does "up to it" mean? It means the feeling a great surgeon must have before a critical operation, a famous actor before the crucial "first night," a shrewd political candidate before the deciding speech of his campaign. Feeling "up to it" involves a recruiting of nervous energy, and the ability to apply that energy cleanly, daringly, prodigally, at white-hot tension, within a certain space of time, to accomplish the magnifi-cent feat.

Procrastination, reasonably, in connection with important letters, is certainly justifiable when the letter writer doesn't feel "up to it." Let him have an evening of relaxation, a good long night's sleep-and tackle the important letter the next day.

GIVING A LETTER ALL YOU HAVE IS NOT TOO MUCH

We know that anger ought ordinarily never to get into a letter. We know that other primitive emotions, like ridicule, or fear, or worry, or even exuber-ance of spirit, ordinarily should not. Conceivably there are occasions when an emotion given outlet is just the thing, but it is usually much better letter writing to repress a primitive mood than to give it outlet in a business letter. It is much more profitable in business to have first regard



Digging Up Prospects

That's what The Mailbag is doing. If you are in the direct mail field it can dig some up for you. And at a low cost per "dig."

Oral Hygiene Good Hardware Drug Toples





Tickled Pink

We receive a good many letters similar to this one:
"Your December issue is the strongest editorially in the country, and every number should be studied as a text-book.

E. D. Chassell, Secretary, Farm Mortgage Bankers' Association."

Association.

Two-to-one reader interest counts. Tell your story to our prosper-ous banker-subscribers.

THE NORTHWESTERN BANKER CLIFFORD DE PUY, Publisher Des Moines, Iowa



When you are pressed for time and want to be sure of getting good copy at short notice, let me speed up a special series of advertisements for you!

Write for Special Series Service Offer



E. SAMPSON Advertising Specialist

Tel. Bryant 4910 Bex 333 Gen'l P. O. NEW YORK CITY Author of

"Advertise!"

OPENING FOR TWO REAL GOOD AGENCY SOLICITORS

We have a very promising proposition for two first line solicitors, controlling some business. Our organization, composed of the best talents in Advertising, Illustrating and Merchandising, is in position to back you up with service that sells and retains accounts. We are growing rapidly and offer the right men a ground floor chance that will prove mighty attractive. Address Mr. H. M. Price, for appointment.

Our Service Department offers an attractive position to a capable all-around artist, one with general agency experiences preferred.

THE BROWN ADVERTISING AGENCY, Inc. 110 West 40th Street New York City

for others' feelings than to have first regard for our own.

Repression, however, does not imply that a letter writer should dictate with scattered energies and vacant mind. One thing that a strong emotion like anger, or even great pleasure, does when given free rein, is to pull together the letter writer's faculties in a kind of stimulated, but very effective concentration. He writes a letter at least with force. He writes a letter which most likely gets a quick and very positive reaction in the recipient.

REPRESSION AN ERROR, UNLESS SOME-THING BETTER IS SUBSTITUTED

In repressing such stimulative emotions, however, the letter writer gets far off the track if he substitutes scattered energies and a general half-heartedness. We all get many letters which sound as though half the writer's thoughts were out the window. And very likely they were! The character-istic letter-writing mood of thousands of letter writers is a dull grey half-there mood. They are thinking simultaneously of the ball game, or how deuced fagged a fellow feels after a night out. They try to make letter writing a routine job that is done automatically.

Now a letter of any account is something which absolutely cannot be written automatically, in a dull, grey, perfunctory mood. If a letter writer would do a letter which will grip the reader, seattention. curing concentrated thought, action, he himself must be equally gripped by the subject he is writing about, must give to it as close attention as he wishes it to receive. Letters which are written with real feeling are read

with real feeling. So, when we deliberately refuse anger or another emotion the privilege of supplying the "steam" with which to produce a vibrating letter, we need to cultivate the knack of substituting a gathering together of faculties and energies equally efficient. Good letter writers acquire this knack. Many, often without realizing it them-

selves, have it.

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More Than 71,000 Circulation for the Syracuse Sunday Herald

The PAID circulation of the Syracuse Sunday Herald is now in excess of 71,000 copies. With the exception of one paper in Buffalo, this is the GREATEST SUNDAY CIRCULATION IN NEW YORK STATE, outside of New York City.

As a matter of fact, interesting to note, the CIRCULATION of the Sunday Herald is GREATER than any Sunday newspaper in Brooklyn, any Sunday newspaper in Rochester, any Sunday paper in Newark or Providence or Worcester and many of the cities—all larger than Syracuse by many thousands. It is needless to state that it exceeds the circulation of any Syracuse newspaper by more than 20,000 copies.

The paid circulation of the Sunday Herald, within the city limits of Syracuse, is in excess of 30,000 copies. This circulation covers 91 per cent of the homes in Syracuse.

"In Syracuse, it's The Herald!"

SYRACUSE HERALD

(Members A B C)

Foreign Representatives FRALICK & BATES, INC.

Tribune Bldg., New York, N. Y. Heyworth Bldg. Chicago, Ill.

Mailing Lists and Statistics

covering the

Automotive Industries

Direct Advertising Planned and Executed

We have an organization of 400 people—three hundred in Des Moines and one hundred more in our Service Branches at Newark, Detroit and Cleveland.

Our data covers ever phase of the Automotive world all over the United States; our lists are guaranteed; and our mailing service is complete.

A copy of the 1920 edition of a valuable booklet full of suggestions and statistics, will be mailed FREE upon request.

Write us NOW.

MOTOR LIST COMPANY

MARTIN TUTTLE, Proprietor

409 Grand Ave. Des Moines, Iowa

CHAS. G. TOBIN, Manager

636 Huron Road 310 Cleveland, Ohio

310 Marquette Bidg. Detroit, Mich.

EDW. G. PRATT, Jr., Manager

26 Treat Place

Newark, N. J.

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Advertisements That Rely on Quaintness Instead of Size

Two of Them in One Issue of Same Medium Help Get Attention for Automobile Accessory

WHEN it comes to national advertising the manufacturer of a small article that sells at a small price sometimes faces certain difficulties. If his advertising appropriation is not large, he must make his advertising money go as far as possible. If he buys fair-sized space, he cannot use many different mediums; and if he uses many mediums, he cannot afford large space in any one of them. Such was the situation of A. Schrader's Son, Brooklyn, N. Y., manufacturer of a small automobile accessory, selling at 50 cents and \$1, when it began to advertise to the consumer.

As between the use of, say, a single medium with relatively large space and several mediums with small space, it chose the latter. Small space in national magazines faces severe competition. If it is to say anything beyond the repetition of a slogan, its copy must be printed in comparatively large type, and yet this type cannot hope to attain the dimensions of the bold, striking typography that is appropriate to large space. If it is to contain an illustration, that illustration is bound to look relatively minute incomparison with a neighbor carrying a full-page picture.

In the Schrader case, therefore, it was realized that in a space as small as two and one-quarter by three and three-quarters inches the illustration must have the most possible attention value and that the necessarily short copy must stand out so as to be easily and quickly read. It was decided that the silhouette device of white figures against a black background offered the most opportunity and that the copy should be lettered by hand.

The next question was: What shall be the nature of the illustration? The decision was that it should be humorous, since humor

has a more universal appeal than any amount of fact, logic, or detailed argument. It was also recognized that the American sense of humor is apparently most easily reached by the newspaper artist with his comic strips and his quaint or grotesque characters, who exchange conversation by means of balloon-like bags which



Goldarn it! If I only had a Schrader fump Connection on the end of that hose I wouldn't have to do this twice or maybe three times.

Price 50 cts.

THIS COPY COMPETES SUCCESSFULLY WITH ITS LARGER NEIGHBOR

seemingly issue from their mouths. A leaf was thereupon taken from the cartoonist's book.

The result is a series of small black and white advertisements now running in weekly and monthly periodicals. To gain attention they depend on quaintness rather than boldness, and to deliver their message quickly they rely on well-spaced hand-lettering rather than type.

And then to impress the consumer's consciousness they depend on the factor of repetition rather

Mar

than size. Each medium used contains two advertisements in-stead of one, placed in different parts of the publication. No two advertisements are alike in illus-tration or text, but they are simi-lar in general design. They differ only in detail, so that the reader who has seen one is apt to bestow extra attention on the other. The effect is to puzzle him slightly; he vaguely recalls having seen the same advertisement a moment before and to satisfy himself he turns back to the first one, only to discover that while it seems to be the same it is different. Thus, it is reasoned, the reader receives a double stamp on his mind; and the Schrader firm, by observation and tests, has convinced itself that this reasoning is correct.

The company makes tire valves and pump connections. The firm has little competition in its field, and therefore there is no need of argument in the copy as to why the Schrader article is best. A typical advertisement carries a cut of a humorously drawn garage man who is depicted pumping up an automobile tire. The copy says: "Goldarn it! If I only had a Schrader Pump Connection on the end of that hose I wouldn't have to do this twice or maybe three times." An extra line below

mentions the price, fifty cents.

Other advertisements, however, do not mention the product or the price, but merely give indirect suggestions. One of them carries a drawing of a garage helper and a friend who swap conversation about a leaky valve. The copy says: "You don't expose the works in your watch to dust and dirt. Why do you expose your tirevalve? Keep the valve-cap screwed on and your valve will remain air-tight."

L. W. Smith Returns to Dunlap-Ward Agency

Leonard W. Smith, who during the last year was connected with The Powers-House Company, advertising agency. Cleveland, has joined the Dunlap-Ward Advertising Company, Cleveland, and has been elected vice-president.

New Account With Green-Lucas Agency

The Green-Lucas Company, adverting agency, Baltimore, has recently ecured the advertising account of the No-Leak O Piston Ring Company, Baltimore. An advertising campaign has been planned for this account. Class and trade journals will be employed.

This agency has obtained the service.

This agency has obtained the services of Miss Miriam Moses, who recently was a member of the copy staff of N. W. Ayer & Son, Philadelphia. Prior to he connection with the Ayer agency Miss Moses was domestic scence editor of the Philadelphia Press.

R. W. Classen in His Own Business

Roderick W. Classen, formerly service and advertising manager of the Read Coalman of Chicago, has formed an advertising business of his own in that city and will handle service work for a number of trade papers.

Small Michigan Dailies Looking Out

At a meeting of the Michigan League Rapids, Mich., plans were made to see of Home Dailies held recently in Grand cure a national advertising representative. The League included twenty Michigan dailies with a circulation of less than 5,000 each.

Joins Kamman Advertising Service

Frank G. Bigelow, formerly associated with the Brown & Bigelow Company, St. Paul, has become head of the financial advertising department of the Kamman Advertising Service, Minneapolis.

R. B. Bowen with "Nation's Business"

Raymond B. Bowen, who has been on the advertising staff of the Outlook, has been appointed central advertising manager of The Nation's Business, Washington, with headquarters in Cleveland.

A. M. Carey Joins "McCall's Magazine"

A. M. Carey, for several years with Town and Country, New York, is now a member of the advertising staff of McCall's Magazine, New York.

In Charge of Ever-Tight Piston Ring Advertising

H. E. Epstein has been appointed general salesmanager, in charge of advertising, of the Ever-Tight Piston Ring Company, St. Louis. 1920

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Re-

Marketing Toronto, Canada

Canada's Magazine for Sales and Advertising Executives

announces



E. ST. ELMO LEWIS
As Contributing Editor

Mr. Lewis, beginning with the number for March, 1920, just published, will contribute seven to eight pages of his highly original, authoritative and suggestive comment on sales, advertising, marketing and general management problems. He will have the assistance of a number of executives with whose work he is in personal contact.

Enter m

P.I.

MARKETING 53 Yonge Street Toronto, Canada

Enter my subscription for one year at \$2.00.

Subscription-\$2.00 per year

W. A. LYDIATT, Publisher

53 Yonge Street

Toronto, Canada

Name

Address.

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Unique Guarantee from a leading Canadian Newspaper

The publishers of THE HALIFAX HERALD and THE EVENING MAIL, Eastern Canada's leading dailies, have issued the following guarantee to their advertisers for 1920:

Advertising space in THE EVENING MAIL, Halifax, Canada, is sold on the guarantee, that there are more copies of THE MAIL sold in Halifax than there are homes—in other words, THE EVENING MAIL goes into "every worth-while home" in Halifax every night.

Do you realize that by using THE EVENING MAIL, you cover Halifax, the capital of Nova Scotia and the World's Third Most Important Port, at one cost?

Rate card and A. B. C. report and complete information on prosperous Eastern Canada will be forwarded on request.

THINK IT OVER!

W. H. DENNIS

BUSINESS MANAGER

HALIFAX

. .

CANADA

The Winchester Plan

(Continued from page 84)

Another advertisement is headed "New Plans from Old Principles," and since it contains the company's own summary of its present purposes, it is worth quoting in full:

"Half a century ago the Winchester Repeating Arms Company brought out the first completely successful repeating rifle. A rifle so far advanced and so well manufactured that it hastened the settling of the American West and quickly became known and sought throughout the world.

"Winchester has never departed from the sound principle which laid the foundation of its success."

"Guns and ammunition bearing the Winchester name have always been as fine as Winchester knew how to make them.

"Fairness to everybody, customers and competitors alike, has always been an outstanding characteristic of Winchester business methods

"And in an age of tremendous industrial development, Winchester has never lost the place it won as one of the world's leading manufacturers.

"Such development inevitably led to outgrowth—to capacity for production surpassing the available market for guns and ammunition.

"So to-day, while continuing to manufacture guns and ammunition, Winchester is entering two new fields of endeavor:

"First, the manufacture of Winchester tools for the home work-bench, Winchester cutlery for the household, and other new products of practical character.

"Second, the marketing of these new products through retail hardware and sporting-goods stores, owned by or associated with the Winchester company.

"Our confidence in the manufacturing skill and equipment which for so many years have earned so much esteem for Winchester guns and ammunition, assures us that the public will find

Services For Sale

all or part time

Advertising Writer Account Executive Advertising Manager

Man of wide experience and thorough training. Has planned and written big accounts, as well as small accounts, for both agencies and advertisers. Price for entire time \$15,000-or will divide time and act as counsellor and writer for several concerns who prefer high-class work. Address O. M., Box 31, care of Printers' Ink.

A Financial Advertising Concern Wants a Sales Manager

A prominent and successful Financial Advertising concern, doing a nation-wide business, requires the services of a Sales Manager.

Credentials: Must be able to command the regard and co-operation of an organization of high class salesmen; must be an organizer and planner; must have experience in the advertising business and knowledge of the services of Banks, Trust Companies and Investment concerns; must have an unimpeachable record.

Residence in the west required. A splendid opportunity for advancement for a man who can be a factor in the greater growth of a rapidly growing business.

' Address: G. B., Box 30, care of Printers' Ink.

MANAGER WANTED M. O. MEDICINE

30-year-old concern, located in New England village, selling medicines by mail, offers a moderate salary and share of profits to man or woman who can qualify as manager.

"The chance of a life-time" for one who can train and direct office help, handle correspondence and assume responsibility. Some knowledge of advertising, filing and mailing systems necessary.

Business conservative; legitimate; established. Character of applicant must stand rigid investigation. No chance for "fakers" or "quick-money" artists. State your qualifications and experience in your first letter, please.

POST OFFICE BOX 1150. NEW YORK CITY

JONES-JONES

Suite 1307 59 East Madison Street Chicago

(A newly organized partnership for the more efficient representation of a few good publications.)

To those publishers satisfactorily represented in Chicago, we have nothing to offer.

But to those realizing that the Middle West territory should yield them greater volume, we suggest the consideration of our services -provided, of course, the publication measures up to our standards.

unusual merit in Winchester tools, cutlery and other new prod-

"And our trust in Winchester methods of organization leads m to believe that these methods will build up in the stores displaying the Winchester sign a retail service which has not been known he fore in the merchandising of hardware and sporting goods.

"In this Winchester development the American people are offered economic advantages. For the Winchester plan will diminish production and distribution costs. to the substantial benefit of the public.

"Retail hardware and sportinggoods stores are now displaying the Winchester sign. It represents the same principles which for fifty-three years have been making friends for Winchester. We invite you to visit The Winchester Store."

Another advertisement under the heading of "New Products and New Policies" is as follows:

"For fifty-three years the Winchester Repeating Arms Company has made and marketed arms and ammunition.

"During this half century the Winchester company has endeavored sincerely to give every cus-tomer, large or small, the finest merchandise it could make. "And it has tried to deal fairly

in all ways with every patron.

"Winchester now enters two new fields of effort:

"First, the making and market-ing of Winchester cutlery, tools, fishing tackle, skates, flashlights and other new products. "Second, the operation of Win-

chester Retail Hardware and Sporting-Goods Stores, and the selling of Winchester products through selected dealers.

"We believe that the manufacturing personality which has built world-wide respect for Winchester guns and ammunition will produce a character in cutlery, tools, fishing tackle, etc., that has not been offered the public be-

"And we believe that Winchester organization methods applied ster od-

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The Only International Directory of the Oil Trade PETROLEUM REGISTER

Published Annually by the OIL TRADE JOURNAL

America's Foremost Petroleum Publication

Furnishes an accurate, up-to-date mailing-list of all branches of the petroleum industry in the United States, Canada and Mexico—Producers, Refiners, Marketers, Natural Gas Gasoline Manufacturers, Pipe Lines, Oil Associations, Geologists, Engineers and Manufacturers and Supply Dealers serving this vast trade.

The 1919 REGISTER, revised, enlarged and corrected up to the close of the year, contains detailed information about 7,500 companies and individuals, giving names, addresses, list of officers, capital stock, location of properties and other data. The listings include:

- 397 Refiners.
- 4028 Producers of Petroleum.
- 1584 Marketers, Jobbers and Compounders.
 - 86 Pipe Line Companies.
- 430 Manufacturers of Natural Gas Gasoline by Casinghead and Absorption Processes.
- 129 Producers, Refiners and Marketers operating in Mexico.
- 225 Canada Operators.
- 27 Petroleum Associations.
- 551 Manufacturers and Supply Dealers, specializing in the making and selling of Equipment to the Petroleum Industry.

The 1919 Register consists of 660 pages. This is an increase of more than one hundred pages over the 1918 edition. It is the most complete work of the kind ever published and an invaluable reference book for everyone engaged or interested in any branch of the oil industry.

Size, 9 by 12 inches, printed on coated book paper and handsomely bound in cloth.

PRICE, \$10.00 A COPY

Sent prepaid to any address on receipt of price. Send Orders and Remittances to the Publishers,

OIL TRADE JOURNAL Inc.

2931 Equitable Bldg.

New York City

Mar.

AT LIBERTY

E. C. VICK

For Eight Years:

Editor and Advertising Manager Farm and Garden Supplement

NEW YORK SUN

(Discontinued. Paper Shortage.)

Previously:

Successive years of similar service on Nationally Circulated

Nationally Circulated Farm and Garden Publications.

Assets:

Mature Experience Editorial Ability Advertising Salesmanship Authoritative Recognition

Prestige Personality

PROOFS:

Upon Request.

An Engagement that is Both Congenial and Remunerative is the Object Sought.

E. C. VICK 205 Ellwood Avenue Newark, N. J. to Winchester Hardware Stores will develop a retail service unprecedented in the merchandising

of hardware and sporting goods.
"This new Winchester plan is one of the largest undertakings in the history of American busness. Its object is economic: To manufacture hardware and sporting goods in volume and fully up to the finest traditions of Winchester, and deliver them to the consumer at the lowest possible cost.

"We hope and believe that this plan will benefit the American public; likewise all of our competitors, be they jobbers, retailers, or manufacturers.

"Signs reading The Winchester Store' are appearing on the best retail hardware and sporting-goods stores. This sign will be found to stand for the same sincerity which for half a century has enriched the name Winchester throughout the world."

It will be observed that the advertising lays stress on two things: the economic aim of the Winchester plan and its intention of giving service.

The plan is ambitious and farreaching. To carry it out, an elaborate and highly-developed organization has been formed. In effect, that organization is not unlike that of any army general staff. The president of the company is general manager or com-Under him he mander-in-chief. has a staff of fifteen heads of departments who report to him direct. The courses of all have been carefully charted, and the work of the selling and production forces has been carefully coordinated so that all will "toe the line" together. Their accomplishments will be watched with interest by the entire business world.

D. L. Ballentine With Timken-Detroit Axle Co.

D. L. Ballentine has been appointed the state of The Timken-Detroit Axle Company, Mr. Ballentine has been with the Buroughs Adding Machine Company, Te Typothetae-Franklin Company, Evant Winter-Hebb, Inc., and the Raynor & Taylor Organization.

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Announcing

JEROME J. KLAPKA COMPANY

Jerome J. Klapka ~ President Carl H. Baechle ~ Socyand Treas, Curt Thuringer ~ V. Pres. 6'Asst., Socy, Chas. A. Anderson ~ V. Pres. 6'Asst., Treas.

Successors to

CROWDER & KLAPKA STUDIOS

hat high standard of practical and thorough Art Service, which has always characterized our work in the past, is pledged by the new organization.

Our present facilities; equipment and Personnel, enable us to serve you, better than ever before.

JEROME J. KLAPKA COMPANY

608 SOUTH DEARBORN ST., CHICAGO U.S.A.

Telephone = Wabash 8104

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PRINTERS' INK

A YOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY Publishers.

OPPICE: 185 MADISON AVENUE, NEW YORK CITY. Telephone 1345-7-8-9 Murray Hill. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS.

Chicago Office: 833 Peoples Gas Building, 122 South Michigan Boulevard, KIRK TAVLOR, Manager. Telephone, Harrison 1706-1707. New England Office: I Beacon Street, Boston.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager. Atlanta Office: Candler Bldg., Ggo. M. KOHN, Manager.

KOHN, Manager.
St. Louis Office: Post Dispatch Building,
A. D. McKinney, Manager.

A. D. McKinney, Manager.

Canadian Office: Lumsden Bldg., Toronto,
A. J. Denne, Manager.

London Office: Craven House, Kingsway, W. S. Crawrond, Manager. Paris Office: 31bis Faubourg Montmartre, Jean H., Fulceras, Manager.

Issued every Thursday. Subscription price, three dollars a year, \$1.50 for six months. Ten

three dollars a year, \$1.30 for six months. 1 encents a copy.

Foreign Postage, two dollars per year extra.

Canadian Postage, one dollar.

Canadam rostage, one donar.

Advertising rates; Page, \$90; half page, \$45; quarter page, \$22.50; one inch, minimum \$7.

Classified 50 cents a line, Minimum order \$2.50.

JOHN IRVING ROMER, Editor FREDERICK C. KENDALL, Managing Editor JOHN ALLEN MURPHY, Associate Editor ROY DICKINSON, Associate Editor R. W. PALMER, News Editor

C. P. Russell Frank H. Williams Roland Cole Albert E. Haase

Chicago: G. A. Nichols London: Thomas Russell

NEW YORK, MARCH 18, 1920

The Responsibilities of Jim Smith ment by a prominent banker lists the qualities necessary for permanent prosperity. He includes those bromidic, homely, but essential ones of industry, self-restraint, prudent forethought, and a spirit of co-operation.

Like all such statements the idea is too general. At this time when some bankers are talking panic, but when business men with orders on their books for months ahead, are sawing wood and saying nothing, gradual deflation and permanent prosperity can be brought about by the individual.

If each person in every community would apply generalities to his particular case, the journey from Jazzland to the solid shores of Permanent Prosperity could be made joltless and panic-proof. It is Jim Smith who must do more to-day, whether Jim works at a machine lathe, or is labelled James S. Smith, Esquire, Chairman of the Board of Directors. The Jims both have a responsibility in increasing production.

It is likewise the duty of the Mrs. Smiths to avoid consumption of goods known to consumption of goods known to consumption of goods known to Mrs. Smiths to avoid unnecessary porary shortage of clothing, for example, must be shared by all Either those least able to buy must bear an undue share of privation, or everybody must accept some part of it. If all decide at once to buy their normal share, the price will continue to go skyward. It also is the duty and privilege of the Smith families to start paying off individual debts, whether they are grocers' bills, bills for Victrolas or a loan at the bank. If this happy combination will start functioning, banking facilities will be ample and there will be no rude and jolting crash. It will never start from the utterance of generalities by men in high places, though portions of this winning combination have already started in certain sections of the country.

Is there not offered in this situation an opportunity for progressive advertising clubs in the various communities? Some clubs have followed the lead of the speech-makers and are trying to save the country all at once by issuing glittering generalities handsomely prepared.

But Mrs. Smith lives in their town. There are certain thing for her and her husband to accomplish; do more, buy less, pubills. It is another chance for advertising to change a habit for the good of a nation. But it must start somewhere. The third house on the right on Elm Street, just off Main, is a good place to begin. The people who live there might respond to the right kind of local advertising.

8, 1920

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Getting the To advertise is

Public to Acnot always
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News to advertise one's

News to advertise one's own advertising. It has long been a common thing for many manufacturers to take great pains to "sell" their dealers on the advertising prepared for consumers. To this end they take space in the trade press, mail out much circular matter, and arm salesmen with portfolios full of advertising proofs which are to convince the dealer that a demand is being created.

It is not so common, however, for advertisers to take space in one part of a periodical to advertise the advertising done in another part. An interesting development of this sort was the recent purchase by Marshall Field & Company of space in the Chicago newspapers to "sell" Chicago business men on the Marshall Field advertising as having The big a definite news value. store was presented as an "institution that compares to a great civic utility." The copy went on to say:

"Our advertisements deserve to share with the financial and other news pages the interest of the business man. The advertisements of our Store for Men are news, with an important bearing on the personal side of the business

man's life."

There is a sound idea behind this. Modern advertising heap progressed to the point where it has become more than a device for selling goods. It has become a chronicle of our business progress, It forms a record of America's industrial achievements. It presents a picture, a panorama of our economic advances. It contains information that is of positive value to him who would keep abreast of the world's currents.

A recent article in Printers' INK described a prize contest for shoe dealers in which it was brought out that a large percentage of such dealers take certain periodicals primarily to read the advertisements. These advertisements keep them informed not

only of developments and tendencies in their own line of business but of other more or less related lines. The modern business world consists of parts that are closely knit. What affects one part is apt to affect another. Therefore, to the business man who would keep in touch with events, advertisements are frequently as valuable as the "straight" reading matter.

The Field store was quite right to emphasize the news value of its advertisements. Advertising, as has often been said, is at bottom only a means of telling people the news about a product, a service or an institution that they ought to know. But it is a point that is sometimes lost sight of. It is well to be reminded of it

occasionally.

The Adver- Readers of PRINT-ERS' INK may wontising Tax der why we are position in this week's issue to an article about the advertising tax bill which has been introduced in Congress. So manifestly unfair and so visionary in its principles is this measure that advertisers might naturally conclude that our national legislators will pay scant attention to it. But it is here where the danger lies. many improbable things have happened in recent years, especially at Washington, that we must not accept Representative Thompson's bizarre proposal too complacently.

Those who had the temerity to suggest, three years ago, that national prohibition would soon be legislated into existence were regarded with amused tolerance. Six years ago persons who predicted a world war were looked upon as silly fanatics. Other supposedly improbable events have occurred just as suddenly.

Therefore, advertisers and publishers should not be caught napping and wake up some fine morning to find that the Hon. C. J. Thompson has succeeded in foisting his tax scheme on the advertising business. The fact that there is no popular approval of the measure means nothing. Much

legislation that gets into our statute books does not rise out of public sentiment. It gets by simply because it is backed by a convincing advocate and by a skilled

parliamentarian.

This particular bill is undoubtedly nothing more than one manifestation of a frame of mind toward advertising that is all too prevalent in Washington. As PRINTERS' INK has repeatedly pointed out editorially, there is in our legislative halls "a disposition to misrepresent the economic relation of advertising to industry, to ascribe sinister motives to corporations that advertise and to adopt primitive measures toward publications that by sheer merit have been able to command large volumes of advertising."

The war, in getting official Washington acquainted with the advantages of advertising, did much to allay this old feeling of antagonism. But much of it still survives, as Representative Thompson's proposal clearly indi-

cates.

Advertising Grist from Strange Mills vertising man's mill. Dictionaries, encyclopedias, and standard books of reference are constantly at the good advertising man's elbow, but who among us is not tempted to throw away the casual pieces of literature or collection of statistics that at first glance have apparently no bearing on the subject in which we are interested?

Yet there is perhaps no everyday incident or dull-looking piece of printed matter which, if studied carefully, would not yield one or more ideas that might be coined into dollars. It was the fall of an apple from its limb, be it remembered, that led to the discovery of gravitation, and the steam engine was born, so history relates, from the lifting of the lid on a kettle. Similarly, a great national advertising campaign started from a child's schoolbook laid carelessly on a man's desk.

It is to be wondered if advertising makes the most of the hundreds of bulletins and report which constantly issue from the Government printing offices. Some of them are invaluable, but others are so unattractive in appearance and so apparently remote from one's concerns at any given moment that it is doubtful if all of them receive the proper study.

For instance, there is a bulletin issued by the Surgeon-General of the Army, containing results of the physical examination of the first million draft recruits. Such a document might easily be passed over, but examination proves it to be a mine of information for advertisers in various lines.

From it we learn that hernia more common among city dwellers than among other elements of the population. Here is something useful for the trus maker and the manufacturer of surgical supplies. Defects of vision are more common, by 30 per cent, among city inhabitants than among country citizens. Here is something for the eye-glass, spectacle, and frame maker. Flat foot was found in almost one-fifth of the men examined and is also more common in the city than in the country. This is something for the shoe manufacturer and maker of foot appliances. Varicose veins are a serious ailment in Minnesota and Wisconsin. Here is a chance for the manufacturer of rubber stockings to conduct an intensive sales campaign.

It is when we peruse such casual or stray documents that we realize that there is no department or phase of life to which advertising is not in some man-

ner related.

Benjamin Electric Campaign

The Benjamin Electric Mfg, Ca of Chicago has placed its advertising compaign in the hands of the Turner-Wijener Company, Inc., of that city, is advertising campaign in behalf of Benjamin No. 92 two-way plug and its industrial illumination equipment on soon be started. Copy will be run national magazines and a specially selected list of other publications.

Another account secured by the Te-

Another account secured by the Inmer-Wagener Company is that of the Metal Office Furniture Company of Grand Rapids, Mich., maker of secoffice equipment. eports in the Some others

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THE COMMERCIAL ART CENTER OF AMERICA HAS SHIFTED

EASTERN advertisers and agencies are saying to us, "You are forcing us to go West for our best Art work." Wise men go wherever the best is to be had. They are not forced; they choose to go. It is true that the most distinguished group of artists ever assembled in modern times is now employed in the studios of the Charles Everett Johnson Company in Chicago. You are invited to meet and consult with these men.

CHARLES EVERETT JOHNSON COMPANY

CHARLES EVERETT JOHNSON President GEORGE O BAKER Vice President & Treasurer FRANK H YOUNG Secretary

Design + Illustration + Typography State-Lake Building + Chicago

Mar.

SOMETHING NEW

Announcing

the

RADIO NEWS & MUSIC Incorporated

Providing for

Providing for the daily distribution of News and Music by wireless.

Something new on which to build for circulation and leadership.

Franchise open only to one newspaper in each city.

Write or Wire

THE THOMPSON CO.

603 Worlds' Tower Building 110 West 40th St. New York

Beckwith Agency Has Atlanta Office

The S. C. Beckwith Special Ages, New York, newspaper representative, has established an office in Atlanta Ga., under the management of Jo-Chandler Harris, Jr. Mr. Harris, bfore entering military service, was a vertising manager of the Atlanta Georgian.

Akers Directs Reo Advertising

F. H. Akers, sales manager of the Reo Motor Car Company, Laning, Mich., is now also in charge of the company's advertising as sales and avertising manager. It was announced recently in Paintens' law that F. L. Waite had resigned as advertising manager of Reo.

R. C. Sackett Leaves Studebaker Advertising Work

R. C. Sackett, advertising manager of the auto division of the Studebaker Corporation, South Bend, Ind., has resigned to go into partnership as a Studebaker dealer at Cincinnati. Mr. Sackett has been with the Studebaker Corporation for the last five years.

C. W. Mather Joins Randall Agency

Charles W. Mather, formerly also manager of the R. R. Donnelley & Sas Company, Chicago, and who was recestly sales manager of the Postometer Company, has joined the Chicago offer staff of The Fred M. Randall Company, advertising agency, Detroit.

H. T. Mitchell With Storm

H. T. Mitchell, who was for a nuber of years with Barron G. Collier. Inc., at New York and at Washington, and who was recently with the General Ordnance Company, New York, is now with Jules P. Storm, advertising agency, New York.

Bank Advertising Manager Made President's Assistant

Ralph P. Anderson, advertising mager of the Sacramento Bank, Sammento, Cal., has been recently make assistant to the president of that bank Mr. Anderson will continue to disset the advertising of this bank.

Forthcoming Campaign d Enoz Chemical Co.

The Enoz Chemical Company, of Ocago, is to start a newspaper consumer campaign immediately in behalf of its products. The copy will be placed to Collins-Kirk, Inc., advertising agency that city.

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WANTED

A Two-Fisted Advertising Executive!

The man we seek is now holding a big job—but is ready for a bigger one.

He must be experienced in Men's Clothing Business and preferably the retail chain store system.

Complete knowledge of layout and typography essential.

To the man who can qualify and who is prepared to live in Montreal, Canada, a great opportunity awaits.

Personal interview by appointment only.

Advortising

The WILLIAM J. BRYAN Company
110 West 40*St.
New York City

Telephone Bryant 9497

The Little Schoolmaster's Classroom

SERIOUS consequences can follow in the wake of the disorganization of an old and respected institution. This is particularly true when it falls into the hands of business men who decide to take advantage of the prestige and trade-mark of the original firm, and lower prices, to force sales, although not keeping up the same standard of manufacturing excellence.

The Schoolmaster knows of one such case.

A certain hat concern had been standard in New York for a great many years.

The trade-mark and the name were recognized everywhere as meaning quality, fair dealing, care in workmanship and general excellence.

The hat was frankly a highpriced hat.

These prices never went below a certain figure.

Conditions brought about the sale of the house, including trademark and good will and even the stores.

There was a mad scramble for the proposition. One body, of men were ready to buy at the price agreed upon, and the sale was very nearly made, when a competitor stepped in and bought out the business.

Strangely enough the stores were continued as before.

No public mention was made of the transaction.

The advertising continued as a separate unit, and there was no hint to the public that the other firm held an interest or owned the factory rights. Things went on very much as before. Even the same sales force was kept intact.

This extraordinary thing was done because the other house did not want an unfair idea to be put across.

People would have confidence in the other trade-mark and name, and buy hats there, at a reduced price, but always under the inpression that they were getting the same hat previously advetised and known.

This sharp reduction in price of a product that had always been a top-notcher would place the other brand in an uncomfortable position. People would ask: "If such and such hat, which I know to be just as good as So-and-so has reduced its price one half, why does not the So-and-so also reduce its price? Something is rotten in Denmark. It's profitering."

Self-preservation is also true of manufacturing enterprises. The public does not readily forget years of quality and service and honest merchandise, and when one of these houses is bought by a sharp, shrewd corporation, almost anything goes until the fraud is discovered. The Schoolmaster has always contended that good will is an invaluable asset, and that advertising is its mothering influence through the years.

A short time ago an agency friend described a little matter of office procedure which seemed so sensible and workable that the Schoolmaster is passing it on to the class.

In common with most agencies, and with many advertising departments, this agency has a library which contains a selection of advertising and general business books. But instead of being a dust-laden collection of tomes seldom disturbed, this library is constantly consulted on the varied topics which arise during a buy day. The secret lies in a simple method of classifying the contents of the various books.

As each new book is received the librarian has typewritten as an 8½ x 11 loose-leaf sheet as chapter headings and sub-tiles together with the page numbers on which these chapters or actions of chapters start. Such a

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What I Know About WILSON M. TAYLOR

and His Book-"The Science of Approach"
By THOMAS P. COMEFORD

bought hundreds of dollars' worth of books on the science of salesmanship, yet it was not until two months ago I discovered what I consider the most important contribution to the science of selling that has developed to date. At that time, I was called in consultation with a client relative to advertising. Naturally, I came in contact with their selling force; and I was amazed at the success these people were procuring from salesmen, men who previous knowledge whatever of their line. I found upon close investigation they had engaged forty men who had never sold their product before, and in three weeks had trained them to be supersalesmen, earning double and triple their previous salaries.

I was interested and was told that the man directly responsible for this success was Mr. Wilson M. Taylor, Sales Efficiency Expert of this organization. I med Mr. Taylor, talked with Mm, end found him to be an entropedinary man, is one hour he captained more of the real fundomentals of selling than I had hourd before from any one man. I was delighted that I had at last found a clear emplanation of the science of selling, and, best of all. Mr. Taylor's method was no simple and practical that any man could apply if.

I realized at once that this man had a message for a million other m.1 like you and me who are selling or employing men to sell. I discussed with him the advisability of distributing this message to those whose success in life depends upon selling. The result is that Mr. Taylor has swritten a book. "The Science of Approach." giving to the selling world like plan which is the result of over tending, research and sandysts of men. It is now ready for distribution at a price within the result of the selling, research and sandysts of men. It is now ready for distribution at a price within the reach of everyone. I further learned that Mr. Taylor has for years been successfully applying his methods in his connections with such firms as the Willys Overland Co., The Studebaker Corp., National Carbon Co., also for the United States Government.

You realize that your success in selling is largely measured by your ability to judge your prospect.

Afr. Taylor's method, as cutlined in "The Science of Approach." gives you a outdo to men's minds. He classifies all types of mon and shows you the best way

and digested to quickly appraise the minds of men of curious types, to determine their inclinations of sales of the curious types, to determine their inclinations of successive their process of thinking, their inclinations of fundament and decision, so you can always take the line of least resistance maportant concence of selling. As teacher of men, and a builder of superface to date. At alled in consultation of the superface of the consultation of the superface of the consultation of the consultation

You should be able to greatly increase your sales through the application of Mr. Taylor's simple yet scientific method of selling. It is time to stop guessing. It is time for you to know your prospects, to be able to judge men correctly, to know how to handle the procrastinator, to know the type of man who thinks or acts slowly, the type of man who thinks or acts quickly, the type of man who is interested only in cash values, the type of man who is emotional or non-emotional. To know these things is to know in advance the proper way to approach men of all types.

I want you and a million other men who are so vitally interested in selling to send for Mr. Taylor's book and to read it. He has agreed to send it

ON 5 DAYS' APPROVAL

Your opportunity is presented in the coupon below—use it. All it requires is a little initiative to determine whether or not "The Science of Approach" will benefit you as greatly as it has benefited other men. You take no chance in determining this, and the chances are for the small investment of \$2.00 you may run its value to you up into the thousands. Sign and mell the attached coupon ToDAY.

Get this book and analyze yourself learn your latent forces and how you can utilize them. Know your positive qualities, so as to direct your energies most successfully.

WILSON M. TAYLOR, INC.,

Sales Efficiency Experts, 35 W. 38th St., New York City Please send me copy of your book, "The Science of Approach," on five days' approval. I agree to either re-

"The Science of Approach," on five days' approval. I agree to either remail the book to you within five days of its receipt or send you \$2.00 in full payment of the plan.

Name

Address P.I. 3-20

OIL ADVERTISING Send for sample copy and rate card of

PETROLEUM AGE

Representative publication of an industry where quick action and big money rules—a market that speedily and richly repays cultivation.

PETROLEUM AGE (Mestily)
20 West Jackson Boulevard, Chicago |
Eastern Office: 51 East 42nd Street, New York

MILL SUPPLIES

A Profitable A. B. C. Medium for All Manufacturers of Mill, Mine and Steam Supplies, Machinery and Tools, Desiring to Increase Distribution Through the More than 2,000 Jobbers and Dealers in Their Line. Members of the Associated Business Papers, Inc. Address

MILL SUPPLIES, 537 South Dearborn St., Chicago

THE HOTEL BULLETIN

A monthly hotel magazine with a national distribution. Purchasing power of readers is many millions. Best producer in the hotel field,

Agency business solicited.

BEN. P. BRANHAM, Editor
951-957 Insurance Exch., Chicago

Hide and Leather

Leather Belting is used in large quantities by the factories in this field.

International Circulation 136 W. Lake St., Chicago, Ill.

Office Appliance

The one journal which covers the field of office equipment

More than 315 manufacturers making we devery issue. Send 36 cents for sample copy.

417 So. Dearborn St., Chicago

New York Adv. Office, 508 Tribune Bldg.



Shaw Publishing Company 910 South Michigan Ave., Chicago sheet is actually a bird-s-eye view of the entire book. Each book can, as a rule, be listed on a single page. The sheet is placed in a loose-leaf binder with the others, and this binder forms a portable and handy quick-index of the library. When a question comes up, it is only a matter of a few moments scanning of the typewritten sheets to ascertain just what books cover the subject, and to refer quickly to the chapters which give promise of containing the wanted information.

The beauty of this scheme is it almost runs itself. Just a few minutes' typewriting by one of the stenographers when a new book comes in and it is right up to date

In many firms some one has started to cross index the library and after painstakingly tabulating the first few books, the task has grown irksome, and as the importance of the work has seemed not to be recognized by the office manager, the would-be librarian has become discouraged and devoted his or her time to more noticeable activities. According to this agency's plan the listing is not done too ambitiously, but the chapter-sheets do make the books more get-at-able, which is, after all, precisely what a business-office library catalogue should do.

This agency also makes a practice of posting a notice on the office bulletin board announcing the latest additions to the library. Frequently the executives and copy men can tell by glancing over the typewritten list of chapter

Concrete

New Telegraph Bldg., Detroit, Mich.

covers the construction field—your advertisement will be in good company in our pages!

-A special edition each month reaches cement mills and lime plants.

"GIBBONS Knows CANADA"

TORONTO

MONTREA

VINNIPEG

Mar. 18

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Disp always fundan As far membe sarily 0 bonds. has be thousa or to ! with h produc ly, hov hond o mercha mate b

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headings whether the book is worth their time.

The Schoolmaster regards this as a common-sense solution of one of the minor problems which many advertising agencies and advertising managers face.

. . .

Display of the merchandise has always been considered one of the fundamental necessities in selling. As far as the Schoolmaster remembers, this fact has been necessarily overlooked by the advertislegitimate of investment ers honds. In their advertising, it has been impossible to send a thousand-dollar bond on approval or to have the salesman carry it with him in his pocket, or to reproduce it in advertising. Recently, however, a New York firm of bond dealers actually showed its merchandise in selling a legitimate bond.

The front page of the booklet, with the exception of a small address at the bottom was taken up with the photographic reproduction of the bond, which in this

America's 2,000 GAS COMPANIES

These big, active, prosperous public utility concerns are busy rebuilding and enlarging plants and promoting gas appliance sales. Sell them through

THE GAS RECORD

(Semi-monthly) 20 W. Jackson Bird., Chicago R. O. Jasperson, Editor. Walter V. Turner, Technical Editor. Herbert Graffis, Adv. Mgr. Momber of the A. B. C. and of the Associated Business Papers.

American Sumberman

Est. 1873.

CHICAGO, ILL.

National in circulation and editorial polley. Weekly markets through paid correspondents: largest circulation in lumber field; distinctive rotal feature "Realm of the Retailer" written from the field. Adv. rates on request.

BUILDINGS

and BUILDING MANAGEMENT Great shortage in offices and apartments. This means many new buildings next year. The owners and managers are planning for them now. They can be reached only by advertising in this paper.

City Hall Square Building, Chicago

A CHALLENGE To All Space Buyers

Find a record for reader interest showing in cash, full rate renewals of subscriptions equal to ours when our pages were opened to advertisers of repute:

98%

What is the reason? There are thousands of letters from subscribers like this:

"I always read the REVIEW from cover to cover as soon as I get it from the Post Office, as I feel that possibly I will be missing something of vital importance to me or my business by not doing so. The REVIEW fills a place that no other magazine I have ever seen would fill, and the thing above all else that makes me have faith in it, is the belief that you have no axe to grind and can, and do, render opinions honestly and impartially."

It is a magazine for men who grow, buy, market, mill or export the crops, men of extraordinary buying power. Send for pamphlet, "Why."

ROSENBAUM REVIEW

Postal Telegraph Bldg.

Chicago, Ill.

When you advertise

IN PHILADELPHIA

don't forget to insure the co-operation of retailers by including a schedule of dealer copy in the

RETAIL CLEDGER
Twice a Month; Sub. \$1.00 a Year

10,000 Letter Heads \$25.00

Extra good grade bond paper. Highest quality printing. Dast proof packages. A 100 PER CENT SAVING AND BETTER LOOKING LETTERS. Send for samples.

Sprinkle Brothers, Printers

Martinsburg, West Va.

PALLEN'S "MASTER" MAIL ORDER DEVICE

Will positively pull more subscriptions, renewals, classified and produce more cash mail orders at less expense than any other method in existence. Send for a live sample.

J. Pallen & Co., Columbus, Ohio

GOOD PRINTING—CHEAP

A Few Money-Saving Prices

1900 4-page Folders 3% 28% in \$8.00 Each additional thousand 2.50 1900 4-page Folders, 4x9 in... 10.00 Each additional thousand 3.50 1900 4-page Folders, 5x9 in... 13.00 Each additional thousand 4.50

Each additional thousand 4.50 FREE—our large package of samples ERNEST A. FANTUS CO., Printers 525 Sc. Dearborn St., Chicago

You could not duplicate this monthly service on sales, advertising and business conditions for \$41,500—yet it costs but \$15. Ask for March Bulletin and literature—sent free.

403 Meridian Lée Bilg., Indianapois, U. S. A.



case was the 5 per cent Victory Loan issued by the French Government. The two inside pages of this interesting piece of direct mail matter were taken up with short descriptions of the issue, the interest return on the bonds in United States currency at each one cent increase in the value of the franc, and details about taxation on the particular issue. The back cover is a literal translation of the bond and coupon shown on the front page, together with an explanation.

French Government Bonds carry on their face not the principal amount but the income only, so that the bond offered reproduced on the front cover shows only the coupon running from 1919 to 1924. The explanation on the back cover pointed out the reasons for this and other facts about the coupon such as:

"Coupons remain valid for five years after the date on which they fall due; consequently they may be held during this period before it is necessary to cash them."

Showing the merchandise is surely a new idea in financial advertising. And this particular folder proved that it can be done. It is certainly an interesting improvement on most of the direct-by-mail solicitations which come dry as dust from the average bond house.

It has come to be the custom for many advertised lines to hold

Le Nouvelliste

The best result getter in provincial France and indispensable to all advertisers in the wealthy Lyons district.

ED. HAUBRICH
110 W. 34 ST NEW YORK
Room 1202. Phone Greeley 3948

Dummies designed for
advertisers and printers

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their own "National Drive Week." From kitchen cabinets to tractors, the "Special Week" is duplicating its thunder everywhere.

Of this tendency, a retail merchant said to the Schoolmaster the other day: "It's being dreadfully overdone. Advertisers and manufacturers should realize that the public are growing very weary of these 'Weeks.' They have had nothing else for three years. The idea has exhausted its usefulness, through constant duplication. If we merchants advertised locally every 'Week' that was put up to us, we'd be in the midst of one four times a month, twelve months in the year and then miss a handful of tricks.

"Why can't a new name be thought of; a new method of concentrating attention upon an article? But it's always 'Week,' 'Week,' 'Week!' I have had customers tell me that if we hold another 'Something-or-Other Week' they'd stop coming into the store and stop reading our advertisements. It has finally gotten on the nerves of everybody.

"For a while, at its inception, the Dollar Day stunt was very popular, but it has been done to death. No matter how clever an idea is, the public rather resents constant repetition.

"Advertising men are so resourceful that I can't understand why they do not discover an original means of conducting these concentrated drives."

LOS ANGELES
EVENING HERALD
CIRCULATION
123,305
DAILY
FIRST IN EVERYTHING

Member A. B. C.

GEORGE SETON THOMPSON CO.

Sales Promotion Literature

Planning—Copy and Art—Printing
Colorgrams—House Organs
Booklets—Catalogs

122 WEST POLK STREET
Phone, Wabash 7816 CHICAGO

PAPERS THAT PAY

A catalogue based upon fifteen years of classified advertising experience for users or propective users of the classified columns of newspapers and magazines in the United States and Canada.

1920 Edition Now Ready

Advertising Agencies, Publishers and Classified Advertisers, write Ankrum Advertising Agency, largest elastified advertising agency in U. S.; 22 W. Jackson Blvd., Chicago.

American Banker

OLDEST AND MOST WIDELY CIRCULATED

Banking Journal in America

OSTAGE

The 25c monthly magazine that tells how to transact business by mail—Advertsing, Selling, Collecting, Catalogs, Booklets, Circulars, Letters, Office Systems, Money Saving Ideas. Send \$1.00 for 6 months.

POSTAGE, One Madison Ave., N. Y.



Send\$1 for 6 Numbers

WESTERN ADVERTISING the monthly magazine of edeas, information, inopiration. Tells business men what they want to know about Advertising Keeps you possed on Western conditions A necessity for progressive men \$2.00 a year

WESTERNADVERTISING

Mail Order

Big successes are being made in the mailorder field. We do not boast of agency magnitude, but we claim being experienced, practical and alext in our patrons' interests. Always glad to give suggestions, and we will be a supportation of the property of the property of the property of the property of the St., New York. Bryant 5907.

SCOTT & SCOTT

Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost fifty cents a line for each insertion. No order accepted for less than two dollars and fifty cents. Cash must accompany order.

First Forms Close Friday Noon; Final Closing Monday Morning

HELP WANTED

WANTED
2 photo-retouchers and letter artist.
Steady work, good pay.
HOWARD-WESSON-CO.
WORCESTER, MASS.

Advertising Salesman

Solicitor experienced in selling trade journal advertising, to locate in and travel from Milwaukee. Box 692, P. I.

ADVERTISING—Side line, a trade publication having the largest circulation in its field, has good leads all over the country that a real solicitor can often land in five minutes' talk, making \$30.00 to \$180.00. Tell us where you are located or traveling. Box 689, P. I.

Agency Copywriter

For general magazine and trade paper copy, by live New York state agency that is small enough for its executives to follow each man's work and large enough to afford a wide variety of experience. Men seldom leave this agency. Box 687, Printers' Ink.

ADVERTISING SOLICITOR WANTED Aggressive salesman for advertising space is wanted by the leading trade publication in the financial field. Knowledge of Financial advertising of stocks and bonds is desirable but not essential. Publication is young, growing rapidly. Opportunity is large as the man's ability makes it. Give complete particulars of past records and state salary desired in your first letter. It will of course be confidential. Address "Advertising," P. O. Box 372, City Hall Station, N. Y.

We Connect the Wires,

bringing into quick communication the position seeker and the employer in the Advertising and Publishing field. We want competent men for positions now open with advertising agencies, class journals, newspapers and the publicity departments of mercantile and manufacturing concerns. We need particularly trade journal and newspaper advertising salesmen at \$50 to over \$100 per week; agency copy and layout men at \$40.\$60; sales manager for manufacturing concern, \$100; technical copywriter with mechanical engineering knowledge, \$35.45; sales letter writer, \$35.40. Registration free. Established 1898. FERNALD'S EXCHANGE, Inc., Third National Bank Bldg., Springfield, Mass.

Wanted—Practical printer with exective ability necessary to estimate and sepervise cost accountant's reports and secure intelligent co-operation of all menbers of his department in the preparation of clean commercial advertising matter is the printing department of a successful direct advertising agency. References required, as the position affords an unusual opportunity for present and future. Address P. O. Box 256, Davenport Iowa

WANTED

Applications from men and women able to write live business letters, and with ability to constructively supervise the correspondence of others. At present the Association has definite knowledge of three openings.

All applications must be in writing with complete details regarding educations.

the Association has definite anowed, of three openings.

All applications must be in writing with complete details regarding education, experience, general fitness, age and salary desired. Address Hiram N. Rasely, Better Letters Association, 1012 Park Building, Worcester, Mass.

Man wanted to take charge of and write advertising. Position requires a capable, energetic young man with good ideas, originality, capacity, force and refinement—willing to work to make his own future.

It is necessary that he should know the technic of the locomotive and other railroad equipment, and very desirable that he should have had some advetising experience and familiarity with

such equipment.

A winner is wanted. We shall be reasonably patient during development. Box 688, Printers' Ink.

Newspaper Auditor

The largest publishing concern in prosperous Southwest state, printing two big daily newspapers and a farm paper, requires the service immediately of a thoroughly experienced newspaper auditor. Applicant must be trustworthy, dependable and competent to take complete charge of general books. Position available now. Tell in about your experience and qualifications in first letter. Box 70%. Printers' Ink.

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Splendid opportunity for competent trustworthy linotype operators and ad room compositors with Arizona Gazette, Phoe-nix, Ariz., a newspaper with open shop principles. Wire at once if you can come.

ARTIST

Fast growing agency in fastest growing part of the country needs an experienced artist at once. Pleasant working conditions. Good future. Send samples of work, state age and salary to start. Mid-Continent Advertising Agency, Dallas, Texas.

Advertising Man for Field Work wanted by a big national advertiser. Must have advertising and general business experience, be a live and conscientious worker, with ability to talk advertising convincingly to sales organization and dealers.

and dealers.

Here is an opportunity for a mature man who can produce results, to become associated with a well-known concern. Willing to pay reasonable salary to start; with good chance for advancement. Writer to Box 686, Printers' Ink. giving your experience and personal qualifications for this job. All communications confidential.

Copy and Layout Man For Part Time

The Advertising Department of a nationally known product wishes the services, on a fee basis, of a layout and copy man located in New York. Emphasis is put on layout and typographical ability plus experience in newspaper, magazine and booklet work.

The plan is to submit our ideas in the

The plan is to submit our ideas in the rough, to be worked up by someone outside of our own "shop" who will therefore have a fresh viewpoint. Novices will not be considered—we want only a man who is now successfully engaged in this kind of work.

Replies will be confidential—give, sufficient information in your first letter to warrant an interview. This work can easily be handled after hours and the connection should prove profitable and permanent for the right man. Box 704, Printers' Ink. Printers' Ink.

Wanted A SERVICE MAN

The prominent agency organization in what is considered for advertising, the most potentially productive section of the country, today, requires the addi-tion to the staff of an A-1 service man. A young man is preferred who is a convincing writer, a constructive and ag-gressive thinker and performer; who has had experience in the promotion of thin market products; one who believes, with us, that the development of a serwith us, that the development of a service to clients to the nth degree is the agency's best salesman. For the man who can qualify there is an unusual opportunity. Please give very complete information in first letter, prior to appointment for personal interview. Box 691 Printers' Ink.

Wanted:

SALES MANAGER

With Knowledge of Advertising.

for an established nationally advertised product. A live sales manager who has had broad experience in intensive sales work, merchandising and distribution. Preferably one with a good knowledge of advertising.

A real opportunity in a newly created position with a New England house.

Give us, in confidence, particulars concerning your experience and present earning power. State age. Box 708, Printers' Ink.

ASSISTANT EDITOR

ASSISTANT EDITOR

One of those rare birds, a good editor, can find a position on an established trade paper in Cleveland, as assistant to the editor, who is out of the city part of the time. The man will have wide latitude for the exercise of his talents in planning news and editorial matter, in writing, in making up a good-looking paper, and in promotional work that will stimulate the paper's growth. The man will have opportunity to use originality of the sane kind to his heart's content. He must have the habit of accuracy and must be skilled in the use of good English. Excellent head-writing will be required. The right man will find a good opportunity for growth in the position. Box 705, Printers' Ink.

Unusual Opportunity for Layout Man

Wanted: A visualist and layout man with large agency experience. Must be a man of original ideas and have knowledge of art work, engraving, printing, in addition to making actual layouts. Only men with experience and high-class records need apply. Communications or interviews will be kept confidential. Apply Mr. Borough, Thomas F. Logan, Incorporated, 680 Fifth Avenue, New York City.

WANTED—Small, but well established and fast growing Southern agency wants young man with two or three years' experience, as copy, letter and booklet writer. Must understand layout, engraving and printing. Send samples of work, salary expected and date when services can start. A ground floor opportunity for advancement. Address 693, care of Printers' Ink.

Private Secretary

Specifications:

Nationality, American. Age, about 27.

Business training, about five years as secretary-stenographer who can typewrite his own correspondence.

Education, college preferred.

Must have "pep," and all that this means.

Position, with the General Manager of the biggest concern in its field, carries a moderate salary to start, but the opportunity of a life time.

Full details to Drawer P, Norwalk.

WANTED A High Class Man

who understands Direct Mail Advertising, Newspaper and complete Merchandising Plans. A splendid opportunity to become interested in a growing business without putting up any capital, in one of the fastest growing Cities with the biggest trade territory in the Southwest. Address. P. O. Box 1215, Ft. Worth, Texas.

Advertising Investigator Wanted Man experienced in research work, such as gathering facts regarding various is dustries, and lines sold through the jobing and retail trade. If you have had experience in this class of work, wrize, giving full details and qualifications, in General Manager, MacLean Publishing Co., Ltd., 143 University Ave., Torona, Canada.

ARTIST

A Printing Organization with Service Department wants a high-class Artist is co-operate in producing advertising licerature. Plant has a complete Organization and is expanding as fast as possible consistent with a superlative standard of printing. Artist must have original advertising ideas, good color sense, and must have had commercial art experience. He will direct Art work as well as produce it. A remarkable opportunity for a real artist. Give us full details of your experience, and send samples of your work. Unless these details are complied with, no consideration will be given your application. Box 701, P. I.

MISCELLANEOUS

For Sale: 44x64 Lithographing Transfer press for belted drive, manufactured by the Aluminum Press Co. National Prtg. & Eng. Co., 7th and Elm Sts., St. Louis, Mo.

Attractive Designs for Business Stationery and Advertising Cuts. Specimens Free. WOOD'S STUDIO.

WOOD'S STUDIO, Times Press Bldg. Middletown, N. Y.

Why conceive window display suggestions from office desk. Retailers want facts. My trained force scout country for dever trims. 50 latest detailed reports, \$2.00 (returnable if not one usable suggestion.) Ernest Dench, Sheepshead Bay, N. Y.

"Actual" typewritten letters, heading, printer's type, black; body, purple, blue or black typewriter type. 100, \$2.75; 500, \$4.00; 1,000, \$5.50; 5,000, \$17.50. Artus Letter Shop, 409 Chestnut St, Milwaukee, Wis.

Printing Plants and Businesses

Bought and Sold Printers' Outlitters CONNOR, FENDLER & CO., New York City

FOR SALE—A 16-page Hoe Newspaper Press. Has been run but little. Will print eight or sixteen pages. 10,000 an hour. Stereotype outfit of curved pieces go with the press; no melting pot. Price low. Lewiston Journal Company, Lewiston, Me.

Write all kinds of copy—financial, commercial, economical, historical, house organs advertising campaigns—2c word first 2,000, le thereafter, typed in duplicate, pointed off, letter perfect for printer. Send necessary data and instructions. Prompt deliveries. Gilliam's Bureau, Dept. A, Boston. Est. 30 years.

Mar. 18,

Executive: ficer. Pres Box 703,

I want to dars, nove have you?

Young ma reliable N departmen work, the Commercia vertising

Seven year experience all branch outs, orde Capable co

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POSITIONS WANTED

Practical Photo-Engraving and Art Work Production Man Executive; age 33; 24 years army of-ficer. Present employed. Desire change. Box 703, Printers' Ink.

Advertising Specialties

I want to sell signs, slides, films, calendars, novelties, etc., in Michigan. What have you? Box 713, Printers' Ink.

Young man, 24, desires position with a reliable New York growing advertising department or a concern where, by hard work, there will be an assured future. Commercial art student; one year's advertising experience. Box 694, P. I. vertising experience.

SECRETARY. Expert stenographer. Seven years' advertising and publishing experience. College woman. Can handle all branches of detail, advertising layouts, ordering engravings and art work. Capable correspondent. Box 700, P. I.

LETTERS THAT SELL

come from my pen. I realize the tre-mendous importance of good letters and know the principles of writing them. Some manufacturer will find a good in-vestment by writing Box 711, care of Printers Ink.

AGRICULTURAL COPY SPECIALIST Can increase sales of worthy manufac-turer who sells the farmer. I know the farmer's problems. Six years' agricul-tural sales experience with agricultural college education. Middle west preferred. Write Box 710, Printers' Ink.

Associate editor in charge of text make-up on one of best known illustrated weekly trade magazines wants similar position with either weekly or monthly magazine. No hurry, but would desire better than present connection if change is made. Box 699, Printers' Ink.

ADVERTISING MANAGER

on daily in eastern city seeks better connection as advertising manager or connection as advertising manager of business manager. Exceptional record for making good under most adverse conditions. Young married man. Will consider salary and percentage on increase of business. Write BUSINESS, Box 697, Printers' Ink.

What Have You to Offer

to a man who knows English and can write it; has his own ideas, and can ex-press them in words; fairly conversant with many mercantile lines; has no ad-vertising experience, but seeks it; a college graduate, practicing a profession and desirous of entering the commercial field? Box 707, Printers' Ink.

A POSITION IS DESIRED in an ADVERTISING AGENCY, by a young woman who has for a NUMBER OF YEAR SOCIALIZED IN GIRLS AND WOMEN AND ADVERTISING AND WOMEN AND ADVERTISING AND ADVERTISING AND ADVERTISING, and who has had WIDE EXPERIENCE IN DESCRIPTIVE WRITING and PICTORIAL PRESENTATION of these subjects. Address F. E., Box 498. In care of Printers' Ink.

Talented young art student wishes to join agency department for the sake of developing a broad knowledge of com-mercial work. Experience is more desir-able than salary. Box 712, Printers' Ink.

ASSISTANT EXECUTIVE. cated woman, Protestant, 26, now assist-ant to head of service department de-sires similar position with large business or advertising firm. Two years' execu-tive experience in office organization, follow-up and handling correspondence. Box 709, care of Printers' Ink.

Capable young ad man, formerly advercapable young at man, formerly acver-tising manager of a manufacturer, at present with an advertising agency, de-sires a change. College, Alexander Ham-ilton and "Hard Knocks" training. Best references. Opportunity, not salary, essential. W B. Heaps, care Fort Advertising Co., Scimitar Bldg., Memphis, Tenn

VISUALIZER

At present with one of the largest agencies in New York. An experienced artist, and now handling ten national active accounts. Would like to associate himself with a smaller, progressive firm, where he would have wider powers. Box 695, Printers' Ink.

Have You An Opening

for a young Canadian woman who has had six years' experience in a publish-ing house, during which time she has purchased the art work, made up edisome writing. Samples of work sent upon request. Box 696, Printers' Ink.

ASSISTANT TO EXECUTIVE

Young man, over 5 years' experience real estate and exporting concerns, sales pro-motion work, capable handling correspondence, now employed but seeking a con-nection with greater future; single, American, highest credentials. Box 690, P. I.

Executive and Selling—Young married man who earned his way through college and has been successful Y.M.C.A. secretary for last five years, desires to enter upon business career; has had personal contact with all classes of men, from wealthy capitalists to day laborers; desires connection where he can earn immediate living income with prospects commensurate with business ability to be demonstrated; will be free April 1 and means business. Box 714. April 1 and means business. Box 714, Printers' Ink.

SALES EXECUTIVE

What far-sighted manufacturer in New York or vicinity needs a capable young sales executive, now earning over \$4,000

a year?
Writes convincing sales-producing let-Writes convincing sales-producing let-ters that open up new trade and sell merchandise economically in inacces-sible-to-salesmen places. Now success-fully sales-managing a small business of manufactured goods sold thru jobbers and dealers. Wants bigger opportunity for continued growth. Ten years' prac-tical experience. Highest credentials. Box 702, Printers' Ink.

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EFFICIENT SERVICE

The proper presentation of outdoor advertising requires unusual care in space selection, design, execution, construction and maintenance. That advertisers may be assured of efficient country-wide service, plants are maintained by the Thos. Cusack Co., at

NEW ORLEANS **BUFFALO** MINNEAPOLIS ST. PAUL DENVER LOUISVILLE ATLANTA **MEMPHIS** NASHVILLE YOUNGSTOWN DULUTH SUPERIOR ST. IOSEPH OKLAHOMA CITY HARRISBURG **PUEBLO** LINCOLN ASHTABULA ALTOONA LORAIN

CHICAGO

105

113

121

132

157

169

178

189

PHILADELPHIA

CLEVELAND

NEW YORK ST. LOUIS PITTSBURGH WASHINGTON MILWAUKEE KANSAS CITY INDIANAPOLIS ROCHESTER TOLEDO **OMAHA** COUNCIL BLUFFS DAYTON HARTFORD SPRINGFIELD WILMINGTON CAMDEN AKRON **IACKSONVILLE** ST. AUGUSTINE DAVENPORT ROCK ISLAND MOLINE BALTIMORE ELKHART

Thos. (usack (o.

Chicago

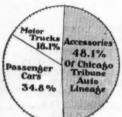
SOUTH BEND

New York

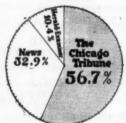
The Consensus on Motor Advertising in Chicago Newspapers



This chart pictures the proportion which each Chicago newspaper carried during 1919 of total automotive display advertising.



Here the display motor lineage of The Chicago Tribune, is shown divided into its subclassifications. Note how much of the total is used in selling things to people who must own autos before they become interested.



In this chart the multitude vote on the relative merit of various papers for selling autos. This chart pictures the proportion which each want ad medium carried of automobile want advertising. It proves that when the average Chicagoan wants to sell an auto he puts his little ad in The Chicago Tribune—for he knows that the kind of people who buy autos read The Chicago Tribune.

The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Tribune Bidg.; Chicago-512 Fifth Are., New York-406 Hans Bidg.; Les Angeles Circulation now in excess of 400,000 Daily,

750,000 Sunday
Write for the Tribune's New Book—"Chicago"